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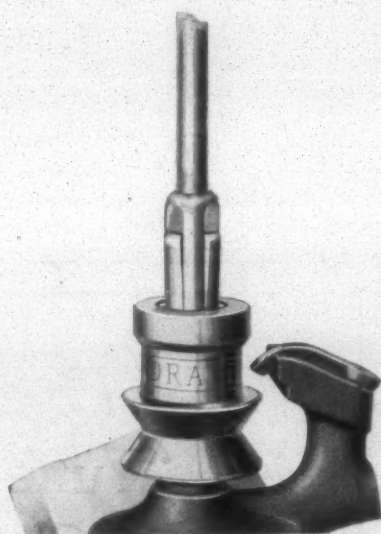
~ SOUTHERN ~ TEXTILE BULLETIN

VOL. 35

CHARLOTTE, N. C., FEBRUARY 14, 1929

No. 24

Only Spindle Spinning Equal Yarn Packages On All Your Bobbins



Our new spindle with the Miller clutch overcomes all defects of the old style Centrifugal clutch developed in 24 years of use.

The Centrifugal clutch spindle is the only spindle that spins equal yarn packages on all bobbins.

It is the only spindle that always builds the Feeler bunch at the same distance from the butt.

It is the only spindle that never spins yarn over the butts and rings.

It is the only spindle on which bobbins never rise and wobble.

It is the only spindle on which bobbins never slip and run at slower speed than the spindle.

The new Centrifugal spindle with Miller clutch is made in sizes to fit any regular bobbin butt. It may be installed without any change in bobbins—except for reaming in a few cases.

Let's Talk It Over
or Better
Send for a Sample

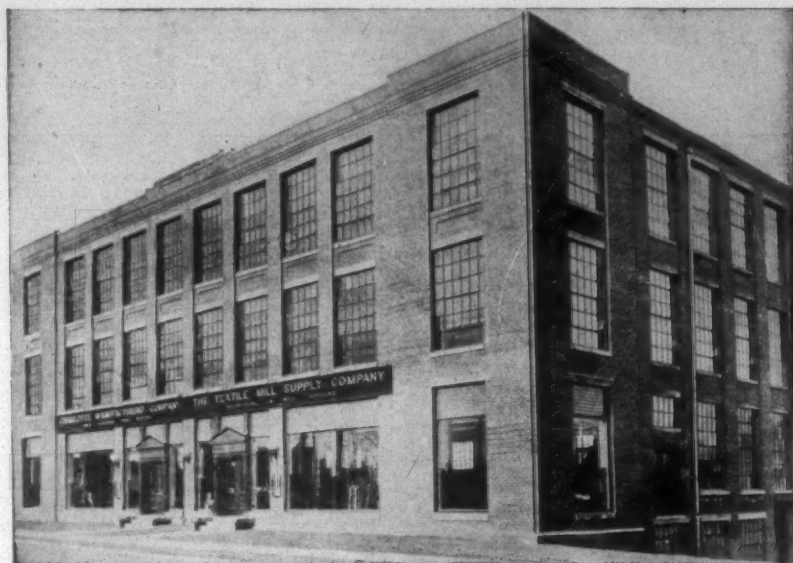
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CHARLOTTE MANUFACTURING COMPANY
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**"Ring-changing time
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 any more."**

Before I changed my spinning rings last time, I tested out some samples of DIAMOND FINISH Rings. The result was that I used their brand when I changed, and I only had to lighten my travelers one number. Some mills I know of have started new DIAMOND FINISH Rings without lightening the travelers AT ALL.

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 Card Clothing**

You cannot afford to operate your cards without at least trying a set of this celebrated card Clothing.

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February 14, 1929

SOUTHERN TEXTILE BULLETIN

INSTITUTE FOR
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Today...he spins most who toils least

First came the spinning wheel — clumsy, slow, inefficient. Then the first faulty, power-driven machine — ruining material, eating horsepower.

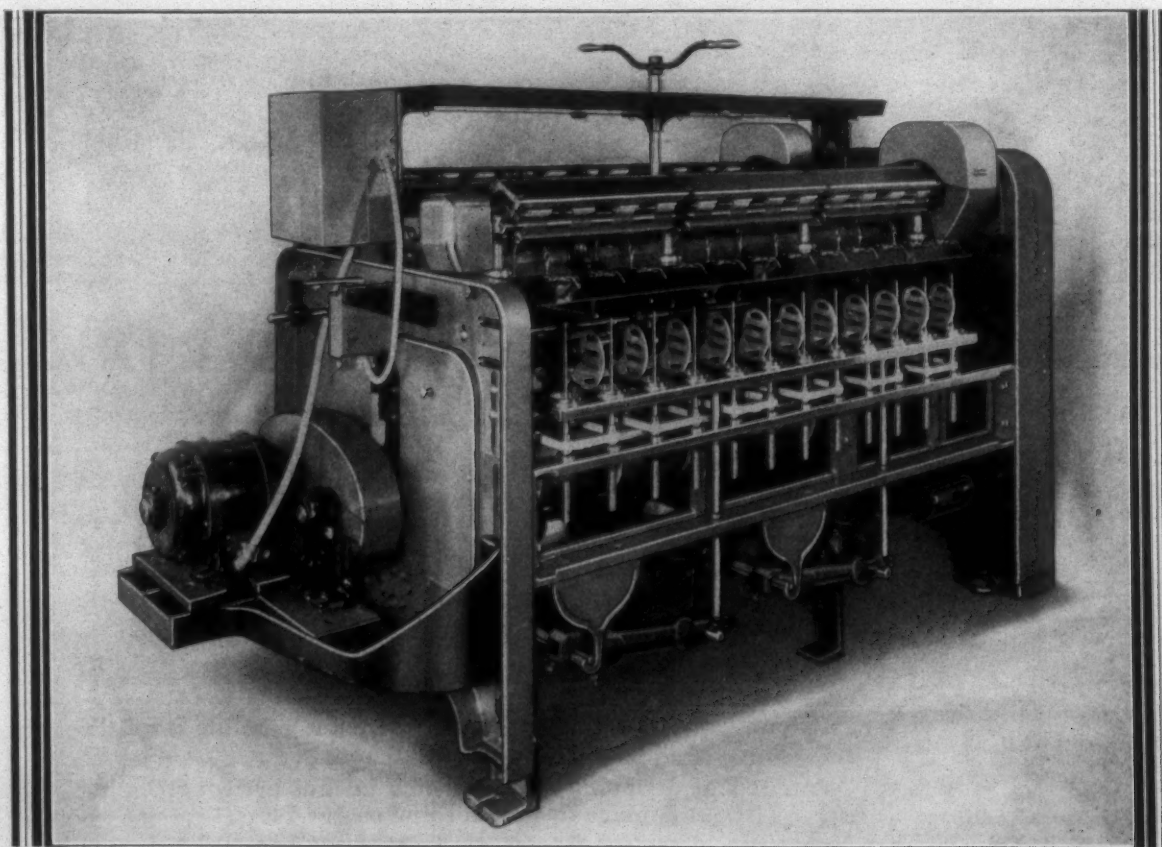
Gradually these crude machines were improved — a costly fault eliminated here, another there. Until by dint of perseverance, modern, efficient spinning frames were made possible.

The Whitin Model F Spinning Frame offers the mill owner all that he may wish in machine design and machine performance, — A machine which is unquestionably the most efficient on the market.

A girl may operate it with only slight instruction, and turn out in a day many times what her great grandmother and her spinning wheel could do in a week.

By cutting down labor costs, by speeding production, and by increasing efficiency, — the Whitin Model F Spinning Frame accomplishes the purpose of all Whitin equipment — the lowering of unit costs.

Our trained staff of experts will gladly discuss with you the value of the Whitin Model F Spinning Frame to your plant.



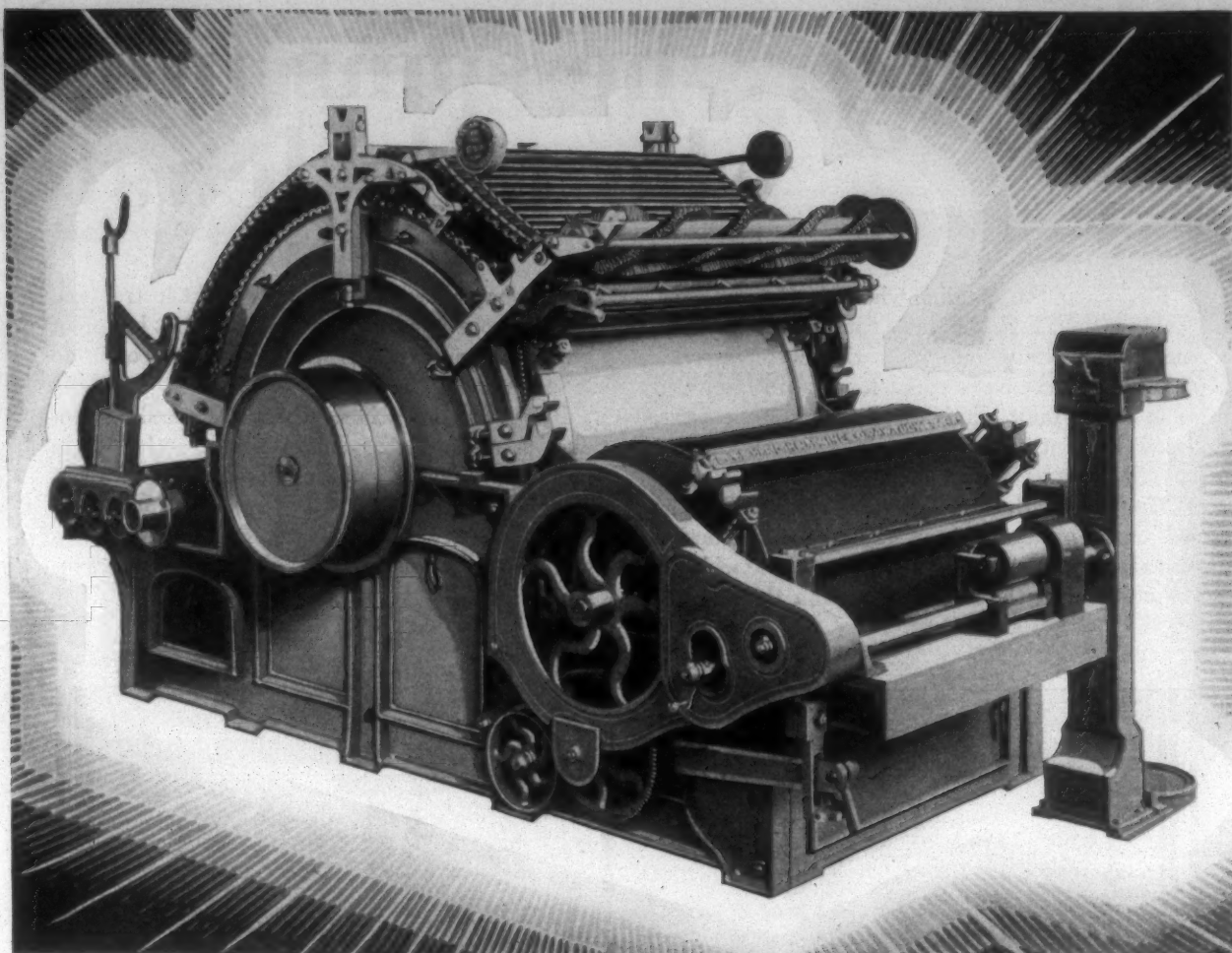
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WHITINSVILLE, MASSACHUSETTS, U.S.A.

CHARLOTTE, N. C.

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Points of Superiority

*Performance figures,
specifications
and names of users
gladly sent upon request.*

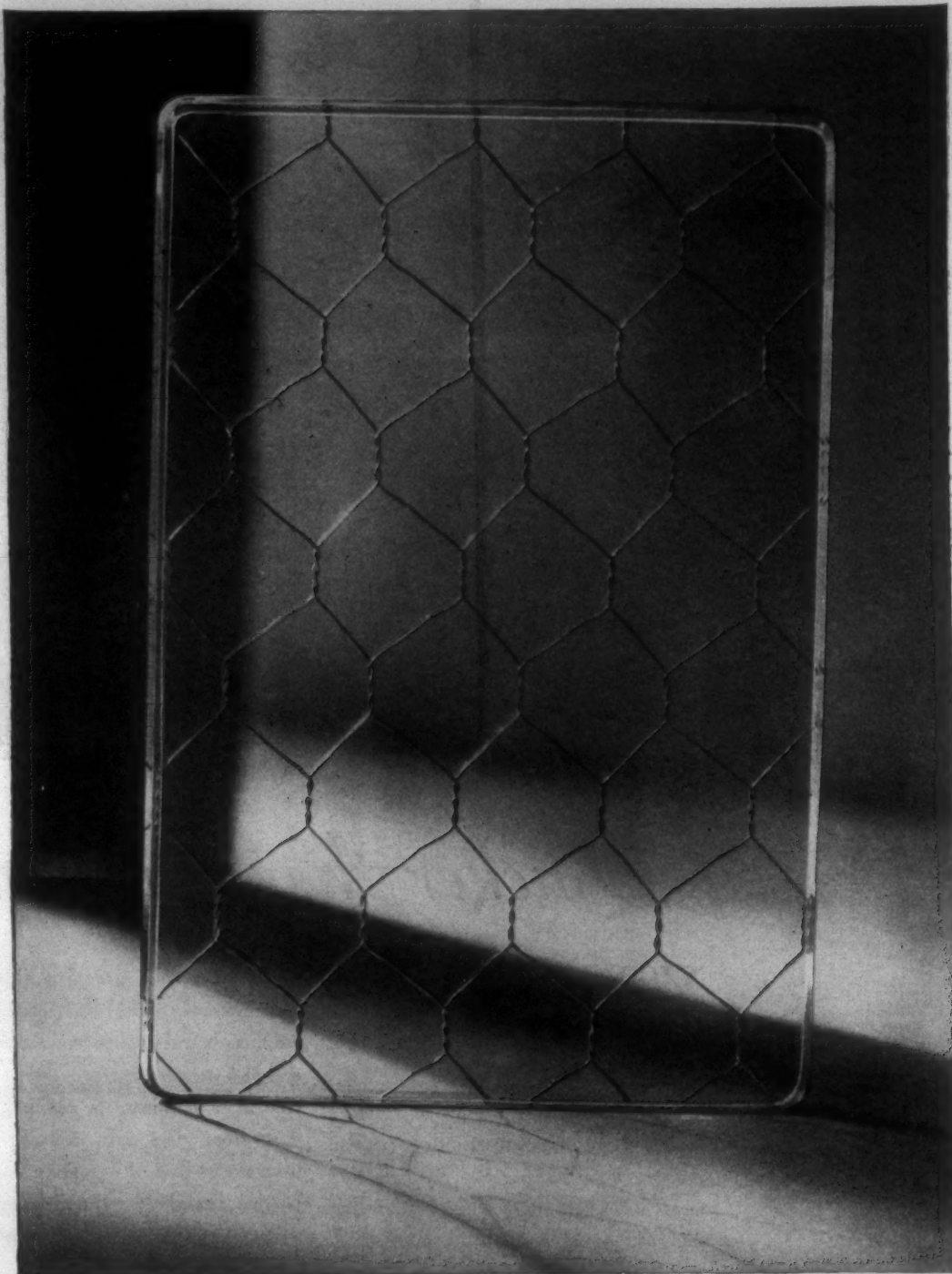
- Rigid Bend, mathematically correct at all stages of wear of the wire.
- Perfect concentricity of Flats to Cylinder. Cylinder Pedestals are adjustable.
- Arrangement for adjusting Flats whereby accuracy to the thousandth part of an inch is obtained.
- Better quality of yarn made from the same cotton, or equally good yarn made from cheaper cotton.
- Patent method of securing Clothing to the Flats, neatest, cleanest and most effective.
- Patent Top Flat Grinding Arrangement for grinding from the working seating of the Flats.
- Patent Flat Stripping Motion which insures perfect stripping without damage to the Clothing on the Flats.
- Back Bends or Circles for supporting Flats and preventing sagging and stretching of chains.

H & B AMERICAN MACHINE CO.

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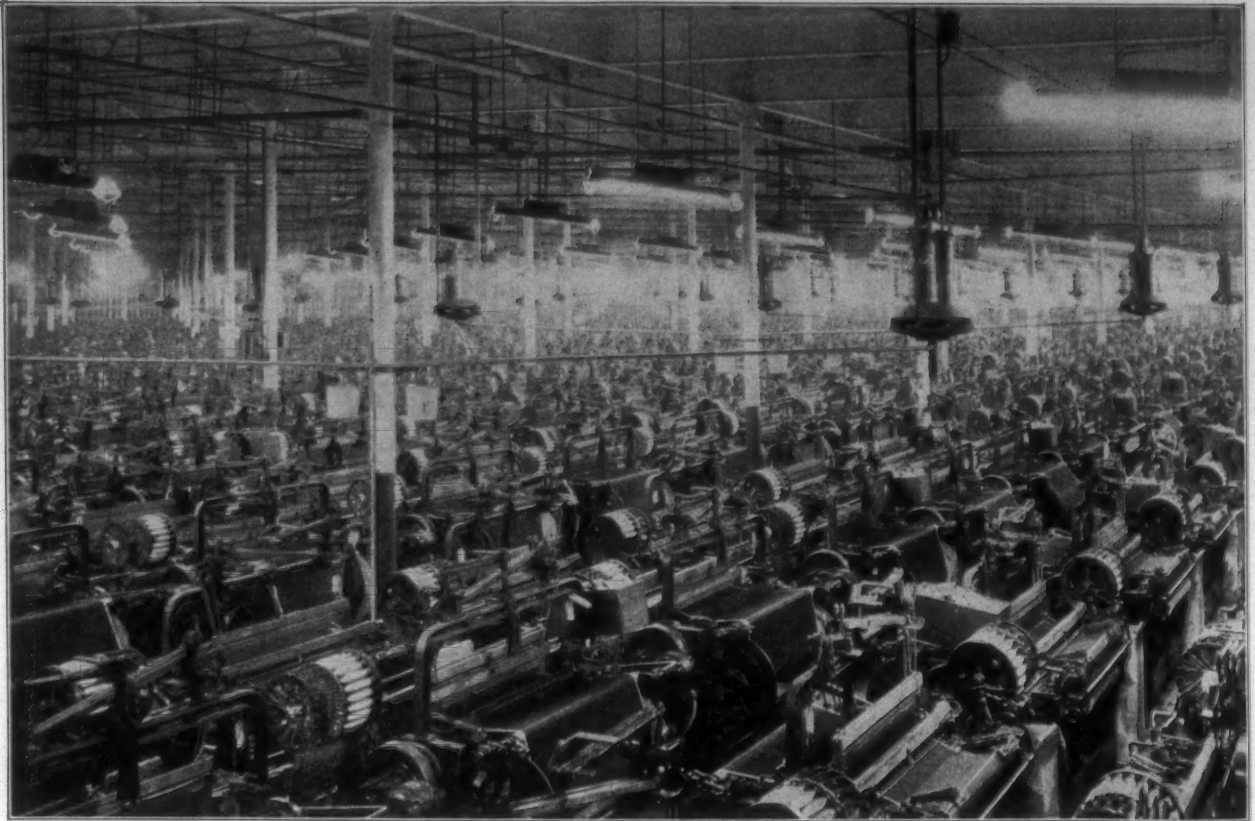


***Mississippi* Polished Wire Glass**

The wire glass with the plate glass finish that protects thousands of fine buildings when the neighbors are on fire. Particular architects specify it because its high quality has won recognition everywhere. If you want safety and security you will also specify "Mississippi"—the standard since the standard was created.

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Cooper Hewitts in No. 5 Mill of the Erwin Cotton Mills, Erwin, N. C. The light is "Better than Daylight" and for many years has been a contributing factor in the production of quality output

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Quicker than daylight!



*Not a mere claim—
a statement of fact*

Cooper Hewitts are better than daylight not only because they give constant intensity 24 hours a day but because they yield 90% yellow-green (the best seeing) rays, and have none of the glare-producing qualities which are hard on the eyes. As a result, every detail becomes sharp and clear as if magnified, vision is more acute and the response of brain and hand is more rapid.

YOU wouldn't expect your mill hands to get much work done if they had to work all day in dim light. Poor light does mean slower work.

Lighting that was considered ample a few years ago cannot meet the competition of faster work which really good lighting ensures. No light short of the best can put your mill on a par with others in which such light is boosting production.

Even daylight and ordinary white light fall short as reasons given on the preceding page prove. It takes Cooper Hewitt light to bring the nearest approach to ideal seeing conditions known in industry today.

Under this cool, greenish light operatives not only work faster, but they can see threads and broken ends more clearly and at a greater distance. Hence they can tend more machines. In addition, the freedom from glare and annoying shadows brings relief from eye-strain, headaches and fatigue. These in turn also speed up production and cut down the percentage of seconds.

But don't take these facts for granted. If you're skeptical, a trial installation of Cooper Hewitts, made in your own plant without obligating you, will prove enlightening. Cooper Hewitt Electric Company, 855 Adams Street, Hoboken, N. J.

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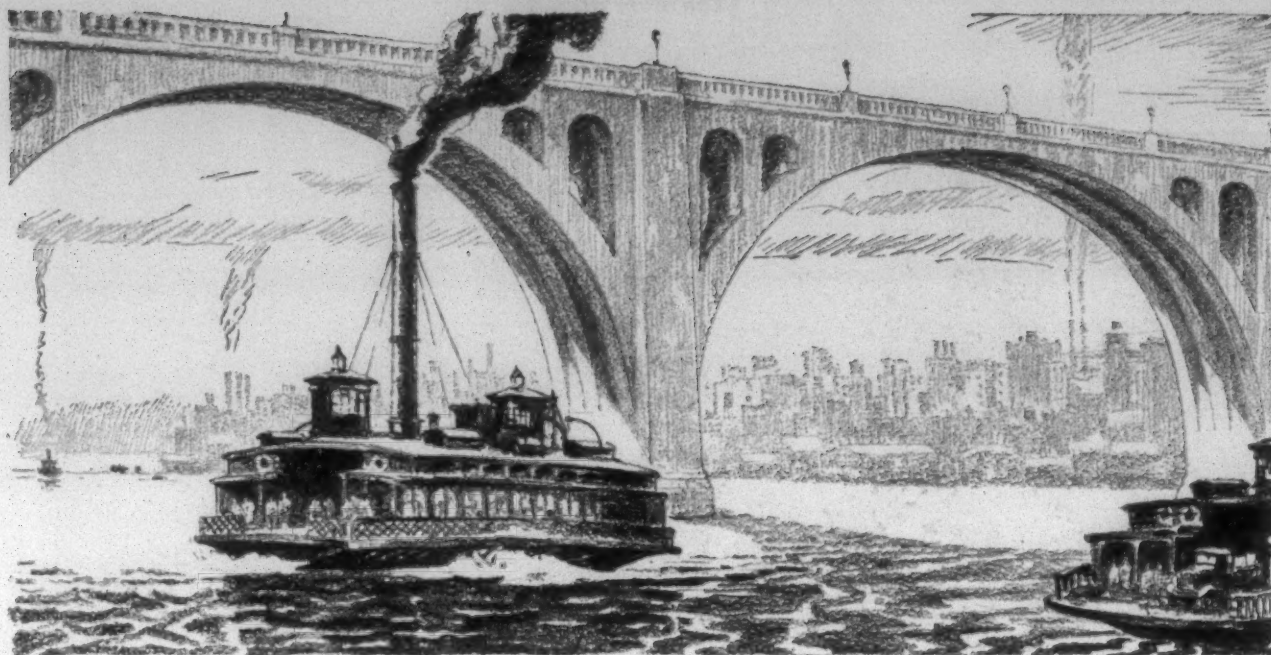
Organization

*The Story of
Glanzstoff Rayon
No. 2*



This plant at Sydowsaue, Germany, near the Baltic Sea, with a capacity of 4,000,000 lbs. a year, was the second unit in the present world wide chain of Glanzstoff Rayon factories.





Why stick to the ferry when a BRIDGE is available?

WHAT would you think of a traffic manager who routed his fleet of trucks across a slow, old-fashioned ferry when a fine bridge is available? —Does anything equally absurd ever occur in *your* organization?

Take your mill operations, for instance. Are they slowed down and their product impaired by antiquated equipment?

That is exactly the case with humidifying apparatus in many a mill operating today. And the result? Decreased output, insufficient regain, trouble from "static" induced when the air is dry, and waste in time (in tying up frequent end-



This newly designed Amco Humidity Control automatically regulates and controls humidity in Textile and other mills without using wet or dry bulb actuated devices.

breaks and starting up frames, for example) — all for lack of proper humidity control. Yet such items may exist in your mill and are likely to escape your notice unless you avail yourself of expert advice.

If you want the *true* facts let an Amco "Air Doctor" examine your mill and give you an impartial written diagnosis, — without charge or obligation on your part.

Even the complicated humidity controls of recent years are now obsolete and giving place to the new, simple and well-nigh infallible Amco Humidity Control. — Better send for an Amco "Air Doctor" *today*.

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SOUTHERN TEXTILE BULLETIN

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VOL. 35

CHARLOTTE, N. C., FEBRUARY 14, 1929

No. 24

"What's Wrong With Cotton Manufacturing?"

THE following article by G. W. Armitage, of Armitage & Rigby, cotton manufacturers of Manchester, Eng., appeared in the Manchester Guardian. It treats of the industry in the same general way as the recent discussion in these columns, "What's Wrong with the Textile Industry," and will be found of unusual interest at this time.—Editor.

I.—A Stocktaking

I was re-reading the memoirs of the immortal Sherlock when I came on this: "I have told you before, Watson, how to solve a problem. Assemble all conceivable explanations, dismiss the impossible, and the residuum is the truth." How delightfully simple! Why not solve the cotton problem on these lines? Quick, a sheet of paper! And I wrote:—

Causes of Decrease in Lancashire's Trade at Home

1. High rates and high social service charges, safeguarding and other petting of the new industries at the expense of the old.
2. The return to the gold standard.
3. Excessive charges for bleaching, dyeing, printing, packing, and, on some routes, freight.
4. Higher wages, salaries, and commissions than are paid by many of our competitors.
5. Shorter hours than are run by many of our competitors.
6. The horizontal stratification of Lancashire.

At Home and Abroad

7. Decreased personal use of cotton by the women of the white races.

Abroad

8. Fightings and unrests and isolations.
9. Disequilibrium of the world's greatest act of exchange—namely, country products for town products.
10. Depressed currencies of many competitors. In France, for instance, the gold wages in a piece of cloth are half ours.

11. Increase of tariff barriers.
12. Rapid growth of mills abroad, some merely meeting local needs, others something in export, very efficiently and with a new weapon.
13. Heightened race consciousness seeking to keep out foreign goods simply because they are foreign, and expressing itself in boycotts, Swadeshi movements, etc.

It is obvious that the Holmes method must fail. He proceeded by elimination, but none of these can be eliminated. All are parts of that tangled skein of causation which makes the present.

The Oldham Fallacy

Before the list is treated further, will spinners observe that all that toil and agony through which they have fought, and are fighting, is not even named on

the list? It is a list of causes, not of social phenomena. The frenzy of 1920 was simply a social phenomenon—the desire to get rich. It left the mills saddled with burdens which have crushed them. But the entire load has not prevented the sale of one pound of yarn. On the contrary, it has increased sale, for in mad eagerness to appease creditors mills have sold mountains of yarn below cost, bringing orders here that would have gone elsewhere. Once, then, in the realm of money did we pay for the madness of 1920, and once again in the realm of ideas. That was the heavier loss. For year after year all the light of Lancashire was focused in one blinding glare on the running sore of Oldham, shutting out all else. The monstrous fallacy that our trouble came from spinning has cost Lancashire six precious years. With what yelling exultation I shall dance on the kerb when its corpse is buried under four cross-roads in Oldham with a spindle through its heart!

No progress was possible so long as this fallacy sprawled across the foreground of our minds. I so long to massacre it that I will give it one more paragraph. Does anyone still believe that spinning is a cause of our decreased trade? Then let him imagine that in the boom not one mill was refloated, that modest dividends were paid and balances put to reserve. Would all this have changed what followed? No! Lancashire's trouble arose because the merchants who sold her output found themselves in 1921 pitted against such competition that they could only sell four pieces where in 1913 they had sold seven. Then how are you helped if your mills are strong? They can stand the gruelling longer, but that won't stop the gruelling. Here are seven men and only food for four. Are they weak men? Then they will collapse in so long. Are they strong men? Then will last longer. But weak or strong they die unless you give them food.

The Restriction of Knowledge

And now for the thirteen points. I wish, if I may, to ask the traders of Lancashire to hold a searching stock-taking of these thirteen. This month begins the ninth year of the slow crisis of our trade. We are suffering heavily through the forced restriction of knowledge. Firms who spin, weave, and distribute are necessarily aware of all sides of the trade. But such firms are rare; there are hardly a score in the county. Most firms perform one act only, and therefore know one side only. But we, of all men, most direly need a knowledge that goes all round. We live by export—that is, by supplying the world, and that is by understanding the world. And we are so disastrously ignorant of it that we can waste six years in ascribing our trouble to spinning. We scurry to and fro along our horizontal layers, uttering horizontal shouts; interest ends at the ceiling;

thought stops at the floor. What's above? What's below? Don't know. Don't care.

I invite every man in Lancashire to pick up the whole trade in his hands, turn it round and round like a fruit, confront every side in turn, feel its mass, its shape, and not put it down till he can say "There! I've got it." The possession of knowledge by a few individuals studying Lancashire's problem is little. What needed is a diffusion of sound thinking clean through the four great layers of the industry. When under every bowler on 'Change is an outline of the whole trade as clear as a motor map of Wales, then things will move.

I am one of those who believe that we now know pretty well all there is to know about the causes of Lancashire's decline. Therefore we know by inference what should be done. We are not faced by some inscrutable mystery. It is simple. I will try to state it, as I see it, twice over, first in a short sentence and then in a long.

The short sentence. An old trade working on traditional lines was attacked simultaneously from without and within, stumbled, and half fell.

The long sentence.—A trade so marvellously extended that it did three-quarters of the world's shipping business in its line demanded an exquisite delicacy of contacts and adjustments everywhere; into these drove the brutal thrust of war, like a crowbar into a clock; the contacts snapped; our customers, cut off from our supplies, accepted or created others; peace only worsened the dislocation: slump, boom, and slump succeeded, each wilder than the last; bankruptcies multiplied; currencies collapsed; nations in panic barred their doors with tariffs hoping to bar out danger and really barring out help: Nature herself caught the madness and kicked the price of cotton like a football from thirty pence to six, and up again, and down again, and up again: fighting with all these giants abroad the trade was attacked home: crushing burdens were laid upon it: rings and combines bled it: politicians made its wares, already hard to sell, still harder by restoring the gold standard: bankers noosed a silk handkerchief, most politely, round its neck: and still, and still, buffeted and bewildered, the old Titan,

True piece of English stuff,
with set teeth held on.

And the remedy? There is no magic potion we can drink and be well. What is possible is a steady recuperation by an unwavering sequence of right actions. They move along two lines. First, the correction of the six internal mistakes. All are within our power to correct. We alone are to blame if they remain uncorrected. Secondly, there are the six external obstacles. Some (8, 9, 10, 13) may be reduced by time. But over all of them our direct power is negligible. We can only overcome them, like nature, by obeying them—that is, by adapting ourselves to meet them with all the ingenuity and all the determination we possess.

II.—How Lancashire is Handicapped

The first article of this series divided Lancashire's difficulties in external and internal. This second article deals with the first of the internal difficulties—namely, the load we have heaped on our own back by our national policy.

Consider the position of England. On this insignificant bucketful of soil sticking out of the water is heaped the monstrous population of 44,000,000 souls. The island cannot feed them or maintain them. They can only live by selling their work abroad. But if these

vast numbers are to be employed must not their products be offered abroad at prices which invite sale? And will it not be wise to impose no disabilities which raise those prices beyond the reach of the foreigner? And will it not be doubly wise to refrain from ham-stringing those trades where large-scale production exists, where skill is traditional, and where large parts of your people can be employed—namely, the old export industries? If you lose their trade abroad, will you make it back by exporting gadgets? If you lose, as you have lost, three thousand million yards of woven cotton cloth will you make the back on crystal sets?

Can we express in figures the burdens our national policy inflicts on exports of cotton? It is not easy. Items of cost are often like those nests of boxes we give children—there is always another inside. A spare part used in spinning may contain something which is "safeguarded" and so dear. But we can measure certain outstanding charges and be sure that these are far less than the whole. The Balfour Committee Report states the cost of three items only—rates, property tax, and social charges—as 9.7 and 10.2 per cent of the costs, other than cotton, of spinning 38's twist and 42's weft. To these must be added the numerous but incalculable items indicated above. Do they raise the total to 12½ per cent, or to 15 per cent, or higher? Even if they only put it up to 11 per cent then the figures are as follows:

Total Costs, Other than Cotton, of Spinning Yarn

(Note.—Interest and depreciation are omitted from these costs.)

	Total cost	11% of which is
38's ring beam	7.14d.	78d. per lb.
42's mule weft	5.62d.	62d. per lb.

This is merely spinning. As regards weaving, "Further Factors" gives the cost of the same three items on printers and fine cloth as 3.3 and 3.8 per cent respectively of the costs of weaving. Finishing, packing, and merchant's overhead are still to add, all suffering in the same way. Now apply these figures to a yard of print cloth:

Cost of Rates, Property Tax, and Social Services in a Yard of Printcloth

	d.
Four ounces of yarn go to make a yard. The .78 and .62, above average .70. One quarter of .70....	.175
Weaving costs per yard of 19 x 22 38/42 are 1.20.	
3.3 per cent of 1.20 is039*
Printing, making-up, etc., 3d. per yard, say 3.3 per cent of this099
Merchanting 5 per cent overhead, say 3.3 per cent of this013*
	.326

It is certain this figure is below reality. But as it stands it is formidable enough. In a world where orders are missed by an eighth of a penny a yard our policy has raised our price no less than five-sixteenths. In these post-war years we are steadily selling three thousand million yards a year less than in 1913. How many sales were missed because of those five-sixteenths?

Cost of Gold Standard

This is bad enough, but what follows is worse—namely, the effect on our export industries of our return to the gold standard. The vast question of the wisdom or unwisdom of this return will not be raised here. Had it been accompanied by a corresponding reduction in

wages, salaries, service costs, etc., our export trade would not have been victimized. But no such reductions have occurred. The crude effect of the return is to make British labor, the leading article on our stall, 10 per cent dearer for a foreigner to buy. Thus once again the export trades have been selected for hardship. Let us measure this hardship arithmetically.

Below are eight standard export cloths. Prices are taken at the levels ruling early in October last—viz., American futures at 10d., Sakel futures at 16½d., yarn and cloth in ratio. The second column shows the cost at these prices of the raw cotton consumed in making one linear yard. The third column shows the f.o.b. price of this yard, including 5 per cent for shippers' overhead. The difference between columns 2 and 3 is therefore the value which has been added in England, and which is affected by the 10 per cent rise occurring when sterling was restored to par. The last column is the sum per yard the restoration added—i.e., it is the extra a foreigner has to pay if he buys from us.

Fabric	Values in pence of raw cotton consumed in one linear yard	Price in pence f. o. b. of that yard	Extra cost in pence of this yard due to return to gold standard
White nainsook.....	1.81	3.87	.21
White mull	1.55	4.07	.25
White shirting	2.70	6.02	.33
Wet sateen	2.33	7.20	.49
Printer	2.32	7.34	.50
Warp satin	2.72	8.67	.59
Twofold voile	3.05	12.53	.95
Twofold poplin.....	5.45	19.50	1.40

These figures are startling. On the cheapest flimsy shipped East the return to gold has levied a toll of a fifth of a penny a yard. On shirtings and printers, the medium goods where our losses are enormous, the toll is three-eighths to a halfpenny. And this in a world where orders are missed by an eighth and by less. On finer goods the toll is far more severe. It is important to remember that Lancashire is today meeting a double onslaught. Her medium trade is attacked by the East, her fine trade by Europe. Japan has nothing much yet to say to our fine voiles, but Prague has something to say, and something very shrewd. The continent of Europe for years now has devoted itself with high intelligence to textiles. Prick the leg of a compass into Nuremberg and sweep a circle with a five-hundred-mile radius. In that ring are woven quantities of fine goods that can look much of our best in the fact. We cannot give their makers advantages. Take the printed voile above. Before a yard can go abroad it pays a penny tribute to the gold standard. Can we wonder if it stays at home? Continental voiles are sold in all our old markets; they are sold in the London shops. On the fine poplin above the tribute at the shrine of gold is almost three halfpence a yard. This month my firm received a letter from our agents in the Near East. They write:

"You are losing your poplin trade. The orders are going to Continental Europe. Why can't you give us price we can sell at?"

Lancashire's Chains

A railway engineer told me that a gradient of one in two hundred halves the power of an engine. Today all the lines out of Manchester run up hill. But the gradient is not one in two hundred. It is one in ten, one in

five. My firm ships goods to Buenos Ayres. When our people there call on a buyer they meet salesmen from New York, Japan, Czecho-Slovakia, Italy, Belgium, Holland. A tiny difference in price decides the order. How much is there between first and second in the hundred-metre race at the Olympic games? Inches only. Do our runners go to those games in leaden clogs? Then why must Lancashire wear them? Here is an old export trade. Dear me, how much will it bear? Make it pay higher wages than its rivals. What, has it partly surmounted the obstacle by the skill of its hands? Quick, rates, social services, taxes; pile them on! Come worthy bleachers and dyers, help us to smother this monster—oh, well done, well done! What? Still wriggling? Spinners selling below cost to save the trade? Calling up millions of capital to pour them away in loss? Quick—the gold standard—sandbag them with that. We'll teach them to export!

I wish to repeat that I am not dealing with our return to gold as an abstract economist might—with the world for a background and decades for reactions to subside. I write of here and now, of the jump in the price of printcloth caused by our uncorrected return to gold. This paper has only two objects: the first to incite, to enrage Lancashire men into snapping the chains that bind them at home; the second to persuade them to sharpen their attack abroad. Take that yard of printcloth. Rates, taxes, and services add five-sixteenths, the return to gold a halfpenny; here alone are three-farthings. Now add the difference between printing here and abroad. It will not be quoted here; there is no need to cause a riot. But let those who knew it add it to the three-farthings above, let them add next the excesses in packing, freight, safeguarding, etc., and then know with what chains they are bound.

III.—High Charges for Finishing

May I deal further with the subject of excessive finishing charges? The finishers I meet are so delightful in their single persons and so horrid in their combinations that I find it hard to write about them. I wish ask them one question. Gentlemen, if you owned all the spindles and looms which you must thank heaven you do not own, would your sales policy be what it is? Would it not suffer an instant and violent change? Would you not say—"Spinning: what is the net cost, all out, full time? Weaving: how cheaply can yarn become cloth, all out, full time? Finishing: put that works solid on one class of fabrics; what's the cost? Add the three up; good. That is the price it pays us to take rather than to stop."

And now tell us frankly, what is that third figure? Does it no contrast with your present figure as an athlete in hard training contrasts with the fat boy in Pickwick? Certainly your present one makes our flesh creep.

One of your number has argued that any firm which makes a success of its business is an asset to the country. Another has advised spinners and manufacturers to form rings of their own. Are not defences on this level unworthy of the gravity of the position? If spinning hardened into a ring and fixed prices which showed profits on half-time, if weaving copied, how much trade would be left in five years? And how is a man who succeeds in his business an asset to his country if in enriching himself he has impoverished others?

I would ask you to reflect on the size of your organizations. A few scattered units still exist outside you, but broadly, in bleaching, in dyeing, in printing, you

are England. If you are national in size can you be less in policy?

Man and Material

On wages and hours I shall not touch. The operatives have faced such hardships that surely they should be approached last of all. When we have put our own house in order we may justly turn to them.

But there is one point I wish to deal with—namely, the relation between man and material. In our Lancashire wage lists the material is always considered, and not the man. Fill a loom with splendid yarn; the weaver has nothing to do; she is "swinging on the slay" all week, and at its end draws a big wage. Now fill the loom with weak and brittle warp; the weaver toils; she is piecing ends all day. At the week's end for fearful travail a wretched wage is earned. How stupid! We have fixed our eyes on the piece of cloth and not on the woman.

May I submit to Labor the following consideration? We are engaged in a warfare of civilizations. The East with low wages and low standards of life is seeking to wrest our trade from us. One of our great assets is the high skill of our people. Is it always put to the best use? In America it is accepted that the workman should produce the maximum possible output, and the works and the work are arranged to that end. Can a man make 200 things in a week? Good let him. By modifying the machine and the thing can he make 400? Better, let him.

Apply this to weaving, say to weft sateens for China. The Japanese are already attacking this trade. Our weavers are far more skilled than theirs, but the cast-iron Uniform List fixes our wage at 8s a piece, and the Japanese pay so much less that we are losing ground. Every order lost means that looms are empty, spindles stop, dyers, finishers, packers suffer. This is only the first circle of effects. The next reaches all the things that would have been bought with the wages that might have been earned, and so on, circle beyond circle.

Why not put our heads together? Suppose the manufacturer says: "If I improve the warp—so; if I alter the loom—so; what will you do?" And suppose Labor answers: "If you make these improvements a weaver can run 8 looms as easily as she now runs four, aye, easier. Then pay her 4s, a piece, or a scrap more, and use the saving to lower your prices."

It may be objected: "Half as many weavers! Impossible! You must not make changes that throw people out." That was a bad argument in 1780 when Crompton heard it. In 1928, when we are trying to maintain a higher standard of living here than abroad, it is no argument at all. Those displaced must be maintained till work is found. But the displacement will be small because only certain fabrics admit of this treatment. And further, has there been any displacement? If the orders go abroad all the weavers are out, not half!

The Demand for Cotton

I now come to decreased personal use of cotton by the women of the white races. I had believed that everyone was agreed in ascribing this reduction to change of taste, but I see that the labor party's research department ascribes the English decrease to impoverishment of the working classes. In its "Memorandum on the Cotton Industry" (p. 4) it writes:—

"In 1912 29.8 linear yards were consumed per head of the population. In 1924, owing to long depression and

universal reduction in wages resulting in reduced purchasing power, only 19 linear yards were consumed."

This argument is not convincing. The income of the working classes in 1913 was 880 million pounds. Today it is at least 1,600 million. The rise in the cost of living (retail index including rent) is only from 100 to 167, so that the purchasing power of the working classes has not fallen but risen. They could today buy more cottons than they did, if they wanted. But they do not want. The woman has changed her mind. She is no longer willing to carry about on her body a day's work for a loom. Indeed an embittered wool-spinner was heard to growl: "Before the war it took one sheep to clothe a woman for a year; now it takes one silkworm, and that one artificial."

Those of us who are in the home trade get confirmation of this in our work. Men's articles and household articles sell as well as ever, but the old staples of women's wear, sateens, longcloths, flannelettes, etc., languish sadly. The United States afford further confirmation. There any idea of impoverishment is out of the question, but demand for cotton piece goods has followed the same orbit as here.

IV.—A Dialogue

I have now come to the horizontal stratification of Lancashire. Conversation is gayer than argument, so let us imagine a meeting between a Manchester shipper and a spinner-manufacturer whose mill has just been burnt down, so that he feels free to speak his mind.

Shipper: "So the old mill has gone. Are you building another?"

Maker: "I am not. You fellows have cured me of cotton."

Shipper: "We fellows? What do you mean?"

Maker: "I mean that the merchant system is killing the staple trade. You are our window into the world. You used to stand wide open, but now you are almost shut. There is only a crack to let in the air, and we staple-makers inside are fighting for breath. It wasn't so before the war. Then your interests and ours were the same. Both of us went for quantity. Producers' margins were small, but we did get volume. We were fed, not starved. There were fewer fancies then, and merchants made their profits out of staples, put their strength into them, kept their clothes on the market, in a word, fed Lancashire. Do they now? Not they! They are not interested in volume. It is all artificial silk and fancy confectionery they are after now, and the old solid rounds of beef are seen no more.

"Yes, but we lived on those. Do you ever think what their loss means to us? Do you know what chronic short time means in those dingy towns you take good care never to motor through? What it is to be a weaver with one loom running and two stopped? How many owners of mills will like awake again tonight knowing that are slipping, slipping down the slope that ends in smash? You'll say you didn't put 60 million spindles into Lancashire, you didn't put down that hundred thousand looms. Maybe you didn't, but you claim to be the only mouth through which they may be fed. How can you be the only supplier and then not supply?"

Shipper: "Well, George, you may not have made money at your mills, but you'd make it a street corner. Now it's my turn. It is about time somebody said a few plain words about Lancashire. Was there ever such a place? It seems to have been built, like the British Empire, 'in a fit of absence of mind.' Look at Oldham,

(Continued from Page 44)

Opportunities in Textiles

By WADE H. PHILLIPS

Director North Carolina Department of Conservation and Developing

IT is much more simple to catalog the industries a state already has than to list those that it is profitable to add. In fact it is essential to know what a state or city produces to best judge what it should add to such production. It is equally essential to analyze the possible market for products, compare the demand with the supply to be able to judge if there is need of more or less goods than is manufactured in the trade area and what is their class and extent. The addition of competitive lines is not in itself detrimental but is often helpful in creating a community of interests, and variety of goods to attract buyers and also in buying materials and having skilled labor to draw upon. However, more factories in any one line than can sell their products to advantage is as demoralizing as it would be to have a grocery on every corner or a surplus of other retail stores, which the community could not support, leading to ruinous competition and losses.

What industries do we want? For the foregoing reasons the commerce and industry division of this State department has been laying the foundations for a careful analysis of what industries it would be most profitable for North Carolina to expand or add to its already highly developed and diversified list of products. Several surveys, which should help to pick profitable prospects for expansion, which have been already made by this department are. The biennial census of manufacturers for all States, which the bureau of the census gathers in Washington, this year, is being taken in Raleigh for North Carolina by the Department of Conservation and Development, aided by census bureau experts loaned to the State from Washington. This trained force of investigators and statisticians in conjunction with local representatives of this department, has during the last ten months covered each county and interviewed every manufacturing establishment as to their operations in 1927. It is believed that the information obtained is the most complete that has ever been gathered in North Carolina. This survey is now finished and the data is being checked and tabulated and will be available to the business interests of the State months before similar data for other States will be compiled and released by Washington. The final compilation and publication of these comprehensive data by this department and various deductions and analysis that it will make therefrom and publish from time to time, it is believed, will point to favorable opportunities for further expansion and the establishment of new industries within the State.

Important Development in Textiles

It is interesting to note in the preliminary tabulations that some of the smaller industries usually classified in the "textile group" show larger percentages of growth in the last two years, in North Carolina, than do the main textile manufacturers. The dyeing and finishing of textiles, for instance, shows a very large increase, proportionately, in the manufactures census for 1927. The following figures are shown therein. Dyeing and finishing; total value of products and also wage payments show increase of 125 per cent, and value added by manufacture 120 per cent; number of establishments have increased from ten to seventeen, or

70 per cent and wage earners have almost doubled in number.

Cotton small wares is also shown by the department to have increased substantially as follows; number of establishments from five in 1925 to nine in 1927 and wage earners from forty-four in 1925 to one hundred sixty-one the last year, with an increase in amount of wages paid of approximately three hundred per cent. Material used increased two hundred per cent, total value of products two hundred forty-five per cent and value added by manufacture three hundred per cent. The cordage and twine industry has grown in the biennium as follows: number of establishments 12.5 per cent, wage earners 28 per cent, wages 42 per cent, value of products 3.5 per cent, value added by manufacture 45 per cent, while materials cost 12 per cent less to buy.

Things North Carolina Does and Does Not Produce

Among the preliminary information from which indications might be deduced as to how the textile industries of the State and counties could most logically be expanded are:

1. Group one, showing data as to classes of textiles manufactured in the United States but not made in North Carolina.
2. Group two, showing data as to classes of textiles largely manufactured in the United States, but only a small amount of which is manufactured in North Carolina.
3. Table showing statistics of the remaining groups of textiles and their products as classified in the United States census of manufactures.

These tables show that of the 54 groups of "textiles" now manufactured in the United States, only 21 are produced in North Carolina. From these tables it is not difficult to ascertain what textiles (or textile products), are or are not produced in the State.

Country Wide Figures Not Yet Available

There are still many deductions as to the advisability of these various lines for production in the State and county, including the attainable markets for same. Also the imports and exports of each class of goods must be carefully considered. The figures for 1927 have not been completed for the United States, nor are they yet available, except for certain classifications, and it will take extended study and deductions to supply estimates on each class as to the extent of its availability for further exploitation in the country at large or in North Carolina. General indications, however, can be drawn from the figures included in the following tables to point the way to the best fields of expansion in the textiles in North Carolina.

As the figures for the United States as a whole, as well as competitive Southern States, for 1927 will not be available until next year, it would be unadvisable at this time for this department to make any specific recommendations as to the most advantageous fields for the expansion of the textiles in North Carolina. From the following tables, however, it is obvious which are the 33 branches of the textiles which are not manufactured within the State. Some of the leading lines of textiles manufactured in this country but not produced in North Carolina are:

Things North Carolina Buys Outside the State.

A recent survey by the commerce and industry division of this department of a cross section of North Carolina manufactures disclosed the fact that among many other importations of goods into the State that the following textiles or products were being bought outside North Carolina and which might be made or amplified within the State: asbestos fiber, auto top material, bags, broadcloths, cloth, gauntlet material, denims, knit jersey cloth, brake lining, rayon rags, silk, thread, carpet waste. One item alone on this list, rayon yarn, was being bought running into hundreds of thousands of dollars, by North Carolina manufacturers.

TABLE 1.—OPEN FIELD FOR TEXTILES IN NORTH CAROLINA

Principal Textiles Produced in the United States Not Produced in North Carolina

Industry	No. of Estab.	Wage Earners	Wages	Cost Material	Value Products	Added Value by Mfg.
Artificial leather	18	2,659	3,800,990	31,238,279	40,931,682	9,693,403
Asphalt felt base floor covering	11	2,464	3,337,770	14,930,491	32,532,483	17,601,992
Collars, men's	28	7,187	5,502,920	11,792,449	27,587,675	15,795,226
Corsets	185	14,525	12,394,094	37,808,237	77,114,840	39,306,603
Cotton laces	42	7,006	7,620,106	13,361,423	30,843,507	17,482,684
Felt goods, wool or hair	50	5,146	6,403,687	26,354,123	43,775,618	17,421,495
Hat and cap material	89	2,127	2,413,187	15,218,093	22,049,047	6,830,954
Hats and caps except felt and straw	579	6,552	9,242,937	22,698,729	43,822,729	21,124,000
Hats, fur-felt	146	15,156	20,466,420	40,124,184	80,066,390	39,942,206
Linen goods	18	2,780	2,462,179	6,394,303	11,156,585	4,762,282
Linoleum	9	4,872	6,392,699	19,966,626	44,999,453	25,032,827
Oilcloth	9	1,160	1,675,299	13,549,171	17,843,375	4,294,204
Pool pulling	23	573	840,859	13,637,313	15,209,221	1,571,908
Wool, shoddy	68	2,218	2,609,261	14,912,456	21,021,882	6,109,426
Worsted goods	329	98,768	108,834,754	400,783,613	596,266,304	195,482,691

TABLE 3. OTHER TEXTILES AND THEIR PRODUCTS FOR U. S. AND N. C. (as classified in U. S. Census of Manufactures).

Figures for U. S. are for 1925 and for N. C. for 1927

Industry	No. of Estab.	Earners Wage	Wages	Material Cost	Products Value	Added by Mfg. Value
Belting other than leather and rubber made from purchased fabric	U.S. 11	254	264,246	1,595,602	3,111,500	1,515,898
Belting other than leather and rubber made from purchased fabric	N.C. 0					
Carpets and rugs, rag	U.S. 139	1,901	1,875,750	1,942,334	5,709,812	3,767,478
Carpets and rugs, rag	N.C. 0					
Cloth, sponging and refinishing	U.S. 61	931	1,889,118	203,429	3,888,852	3,685,423
Cloth, sponging and refinishing	N.C. 0					
Clothing, men's buttonholes	U.S. 30	327	346,855	71,047	658,064	587,017
Clothing, men's buttonholes	N.C. 0					
Cotton goods	U.S. 1,366	445,184	353,882,870	1,077,152,614	1,714,367,787	637,215,173
Cotton goods	N.C. 374	95,809	66,122,495	184,758,069	310,801,860	126,043,791
Dyeing and finishing textiles	U.S. 697	70,749	83,983,377	244,700,113	432,537,416	187,837,303
Dyeing and finishing textiles	N.C. 17	2,548	2,229,866	13,575,705	19,002,448	5,426,743
Flags and banners	U.S. 49	1,031	890,426	2,332,222	4,588,111	2,255,889
Flags and banners	N.C. 0					
Flax and hemp dressed	U.S. 9	82	98,534	244,417	459,071	214,654
Flax and hemp dressed	N.C. 0					
Haircloth	U.S. 15	355	387,450	1,897,479	2,746,225	848,746
Haircloth	N.C. 0					
Hammocks	U.S. 4	121	97,716	367,420	574,058	206,638
Hammocks	N.C. 0					
Hats, wool-felt	U.S. 22	1,854	1,985,798	5,122,755	8,948,644	3,825,889
Hats, wool-felt	N.C. 0					
Horse blankets, fly nets and related products	U.S. 20	694	564,061	2,535,217	3,896,918	1,361,701
Horse blankets, fly nets and related products	N.C. 0					
Knit goods	U.S. 1,987	186,668	168,682,840	453,925,780	809,960,213	356,034,433
Knit goods	N.C. 129	17,430	11,963,107	37,372,944	61,370,220	23,997,276
Matting and matting grass and coir	U.S. 10	902	766,871	1,526,453	3,491,538	1,965,085
Matting and matting grass and coir	N.C. 0					
Nets and seines	U.S. 21	885	762,489	3,478,993	5,157,491	1,678,498
Nets and seines	N.C. 0					
Regalia, badges and emblems	U.S. 85	1,992	2,032,832	3,962,261	9,623,018	5,660,757
Regalia, badges and emblems	N.C. 0					
Upholstering materials not elsewhere classified	U.S. 34	1,196	1,174,403	5,122,777	7,997,832	2,875,055
Upholstering materials not elsewhere classified	N.C. 0					
Wool scouring	U.S. 25	1,112	1,600,657	2,527,166	5,831,480	3,304,314
Wool scouring	N.C. 0					
Woolen goods	U.S. 502	67,056	82,436,037	219,618,330	361,524,034	141,905,704
Woolen goods	N.C. 7	1,158	1,028,981	3,320,912	5,510,039	2,189,127
Woolen goods	N.C. 14	1,824	1,295,809	4,205,284	7,266,011	2,990,845

*Figures of industry cannot be given separately.

TABLE 2. OTHER TEXTILE OPPORTUNITIES

Textiles Largely Produced in the U. S. But Only Small Amount of Which Are Produced in North Carolina

Industry	No. of Estab.	Wage Earners	Wages	Cost Material	Value Products	Added Value by Mfg.
Awnings, tents, sails and canvas covers	905	6,249	7,500,561	27,453,156	48,568,984	21,115,828
Bags other than paper not made in textile mills	162	11,404	9,331,815	150,102,277	175,081,911	24,979,634
Carpets and rugs, wool, other than rag	69	33,886	43,382,517	104,195,624	188,902,890	84,707,266
Clothing, men's, not elsewhere classified	4,000	174,332	203,847,350	557,470,520	1,087,237,742	529,767,222
Clothing, women's, not elsewhere classified	6,127	126,466	175,044,511	724,298,974	1,293,705,291	569,406,317
Cordage and twine	118	15,400	14,018,511	66,847,504	100,447,564	33,600,060
Cotton, small wares	230	16,162	15,547,190	41,816,332	74,675,096	32,858,764
Furnishing goods, men's, not elsewhere classified	419	21,094	17,438,160	69,861,348	120,867,596	51,006,248
Gloves and mittens, cloth, not made in textile mills	118	7,798	4,810,079	15,734,995	25,660,306	9,925,311
House furnishing goods not elsewhere classified	433	9,307	9,142,570	51,078,800	78,654,563	27,575,763
Jute goods	28	6,312	5,639,754	14,566,709	27,517,467	12,950,758
Waste	105	3,033	2,569,827	29,765,941	38,942,595	9,176,654
Shirts	840	49,864	35,673,731	129,753,752	225,962,922	96,209,170
Woolen goods	503	67,056	82,436,037	219,618,330	361,524,034	141,905,704
Silk	1,659	132,509	142,743,539	484,122,527	808,979,399	324,856,872
Suspenders, garters and other elastic goods made from webbing purchased	93	3,835	3,072,392	16,499,915	27,504,028	11,004,113

Every cone a standard of quality



Photo by Ellis

NOT one out of every hundred, or even one out of every dozen, but every single cone of du Pont rayon is hand-inspected. It must conform absolutely with the du Pont standard for shape, size, weight and winding. Each cone must be personally okayed by the inspector. Not one cone in thousands differs from another in a single detail—absolute uniformity. No time lost in readjustment, errors, and faulty workmanship. Better production, better finished product.

Another time and trouble saving feature of du Pont cones: all knots are on the head.

Still another: du Pont cones are scientifically oiled and wound so that elaborate equipment, floor space and labor hours are saved.

To preserve the cone from uncontrolled humidity and climatic extremes it is wrapped immediately after inspection.

Won't you invite a representative to demonstrate these advantages in *your* mill? Du Pont Rayon Co., Inc., 2 Park Ave., New York City.



Some Features of Cotton Textile Export Trade

THE Cotton-Textile Institute recently completed a thorough study of some of the features in the export trade of cotton textile products. This study has been published in pamphlet form and gives a great deal of interesting and valuable information in regard to the export trade situation. It is to be published in these columns during the next several weeks, the first installment beginning herewith.—Editor.

A study during the past few months of cotton piece goods exports has included discussions with representatives of the United States Department of Commerce, executives and export managers of selling houses, converters that deal exclusively in exports or have export departments, export houses which do not own the goods but sell by sample, and bankers engaged in export financing.

A great increase in our exports of cotton textiles is of course highly desirable and practically all exporters believe our foreign sales can be materially increased through well thought out, progressive measures. However, it must be recognized that new competition is in evidence through increase of home manufacturing in some countries, notably in Latin America, and as this home production increases, tariff rates are frequently increased. British exporters are making strenuous efforts to increase their foreign business while other European exporting countries, notably Germany and Italy, are making progress in foreign markets and Japan, next to Great Britain, is the largest cotton piece goods exporting country in the world.

One important commission house executive has recommended the doubling of our exports which he states would insure prosperity of our industry. But this objective can only be obtained by patient and persistent development and support of export policies extending over a considerable period of years. Each addition to our volume of exports must come from specific action of specific cotton textile interests placing additional goods or yarns in specific countries. We cannot accomplish general results except through detailed and localized work. It is the purpose of this pamphlet to facilitate and encourage this work by analyzing some of the elements involved.

Analysis of Existing Exports

Our exports of cotton cloths for the past three completed years and for 1913 were as follows:

1927.....	564,883,865 sq. yds.	\$76,738,437
1926.....	513,299,791 " "	74,588,981
1925.....	543,316,851 " "	85,011,749
1913.....	444,729,241 lin. "	30,668,234

Our exports of cotton cloths for the eleven available months of 1928, as well as for the corresponding eleven months of 1927, were as follows:

(11 months) 1928.....	493,826,464 sq. yds.	\$71,864,344
(11 months) 1927.....	518,868,655 " "	70,034,578

E. T. Pickard of the Department of Commerce comments on our 1928 exports as follows:

"Although, as pointed out, the yards exported in 1928 was slightly less than in 1927, it must not be concluded that this was a condition peculiarly the experience of the United States. By and large, cotton textile consumption throughout the world declined in 1928 and we may be considered as somewhat fortunate in that our enterprise has been rewarded by a maintenance of textile export levels so near to that of 1927. Indications,

as reported from the world's markets, seem to point to prospects for improved outlets in 1929."

Our exports of cotton cloths were materially larger during the years 1917 to 1920, inclusive, especially in 1920 when the yardage totaled nearly 819,000,000 and the value was over \$238,000,000. This, as is well known, was an abnormal period owing to the impossibility during the earlier years of making shipments from European countries and during the latter years owing to a scarcity of merchandise in such European countries. This condition brought about great deal of what might be termed experimental exporting which resulted during the following years in many large losses, especially to new exporters, and also led to many complaints about the character of some merchandise shipped, improper packing, and other unsatisfactory conditions, and it took several years to bring about a better feeling in some foreign quarters toward our merchandise and exporters.

A chart is appended which, taking 1913 as a starting point, shows that in percent relation to 1913, our exports of cotton cloth have substantially increased while such exports from Great Britain have substantially diminished. A table accompanying the chart shows these exports in yardage. Our improving percentages gives hope for further relative export increases in the future, provided we seek and adopt all feasible improvements in our methods of exportation.

However, while our development in comparison with Great Britain is significant, it must be remembered that in various parts of the world we find important competition either with developing home production, as in Latin America, or with other foreign competition as that of Japan in the Far East.

A table is also appended showing our exports to the various parts of the world.

Our Principal Export Markets for Cotton Piece Goods

It is to be noted that 87 per cent of our total exports in square yards go to Canada, South and Central America, West Indies, and the Philippines. Although England has a favorable tariff with Canada, we supply about 60 per cent of cotton piece goods imported into Canada. On the other hand, it is we who have a favorable tariff position in the Philippines and supply approximately 64 per cent of their imports.

	Canada	
1927.....	62,984,026 sq. yds.	\$8,512,279
1926.....	46,164,700 " "	7,422,434
1925.....	38,060,727 " "	6,872,485
1913.....	27,121,528 lin. "	2,507,341

Our export business of cotton cloth to Canada for 1927 was a little over 11 per cent both in square yards and dollar value of our total exports. Many of our commission houses and converters, whether or not they do a general export business, regard Canada as contiguous territory and send salesmen, who travel to nearby domestic markets, to some Canadian markets. Of the four largest exporters later referred to, two of them do not do any Canadian business.

Canadian purchases of cotton piece goods from this country are somewhat larger than their purchases from Great Britain as to which Canada has a 5 to 15 per cent preferential tariff. The United Kingdom gets the largest proportion of Canada's purchases of fine goods, such as voiles, lawns and some piece dyed goods, while in other classes of cotton piece goods the imports from

America are in excess of those from Great Britain. A considerable advantage to this country is the much shorter time required for our shipments.

Philippine Islands

1927.....	88,016,312 sq. yds.	\$11,345,805
1926.....	101,072,477 " "	13,361,602
1925.....	79,752,375 " "	11,512,625
1913.....	93,259,705 lin. "	5,777,276

The practice is to view movement of our goods to the Philippines as exports. Our merchandise is entered free in the Philippines. This is the largest export outlet for our cotton goods. We increased our trade to this market during 1928, in all classes of piece goods. Japan has become a serious competitor in this market in unbleached and dyed cotton goods notwithstanding the moderate tariff imposed on cotton goods other than our own. The wholesale business is largely conducted by Chinese merchants and credit conditions are generally good. Some printed and yarn dyed fabrics are purchased in large quantities and unnecessary price cutting on such goods by our leading exporters is complained of.

2—Institute book

Cuba

1927.....	79,994,522 sq yds.	\$10,145,825
1926.....	70,004,364 " "	9,780,286
1925.....	66,423,804 " "	10,040,986
1913.....	22,073,968 lin. "	1,532,364

The Textile Division of the Department of Commerce stated in September that Cuba ranked first in Latin American purchases of textiles and of all countries in the world is next to the Philippines in purchases of cotton piece goods from us. The 1927 quantity figures were more than three and one-half times the exports to Cuba in the fiscal year ending June 30, 1913. The preliminary figures for the first ten months of 1928 show a considerable falling off in yardage from the same period in 1927. This country enjoys a preferential tariff in Cuba over other export markets.

Porto Rico

This is discussed in this memorandum for convenience although not a foreign country and not included in Government reports of exports. No tariff is levied on our merchandise moving to Porto Rico. This is our second largest West Indian market totaling over 40,000,000 yards of cotton piece goods in 1927. This possession levies duties against other markets at same rates as our own tariff. Its dealers purchase shorts and job lots in considerable quantity from us and their importers visit our export concerns frequently.

West Indies—(Other than Cuba and Porto Rico)

In addition to our large exports to Cuba, we export considerable quantities of both yarn dyed and piece dyed colored goods to Haiti, the Dominican Republic and to Jamaica, with scattered business in the smaller West Indian Islands.

Mexico and Central American Countries

1927.....	71,440,898 sq. yds.	\$ 9,220,793
1926.....	67,433,373 " "	9,729,111
1925.....	74,011,314 " "	11,802,203
1913.....	36,695,554 lin. "	2,531,275

Our business in Mexico fell off very considerably from 1925, when we exported over 21,000,000 square yards of cotton piece goods, to 1927, when our total exports were a trifle over 11,000,000 square yards. In 1926, however (last available information), almost 50 per cent of the total imports of cotton piece goods into

Mexico were from the United States. Mexico is increasing its manufacture of cotton goods and has a number of printing machines. Our Central American outlets are Guatemala, Nicaragua, Salvador, Honduras, Costa Rica and Panama, in the order named, with small exports to British Honduras. Our total exports of cotton piece goods to these seven Central American countries were over 60,000,000 yards in 1927.

South America

1927.....	119,817,139 sq. yds.	\$16,517,141
1926.....	117,602,129 " "	17,172,234
1925.....	139,182,177 " "	21,014,759
1913.....	53,663,558 lin. "	3,364,028

Our principal markets are Argentina, Colombia, and Chile. There is a moderate amount of business with Brazil, Venezuela, Bolivia, Peru, Paraguay, Ecuador and Uruguay, and there are small exports to the three remaining countries. While Argentina is our largest South American customer yet our exports of cotton piece goods to Argentina in 1926 were only about 7 per cent of its total imports of cotton piece goods, while our exports to it of cotton yarns in that year were 63 per cent of its total cotton yarn imports.

As to Argentina, while our piece goods exports in square yards increased in 1927 over those of the few previous years yet for first ten months of 1928 we have fallen somewhat behind. Both Great Britain's and Italy's exports to this country are much larger than ours on cotton cloth. There is a considerable number of well-established import houses in Argentina owned by English and Italian residents.

Our percentage of exports relative to their total imports are very much larger to Chile, Colombia and Venezuela than to Argentina. In Peru there are a number of large cotton mills and this industry is highly protected. They import the better class of cotton goods. Brazil has 329 cotton mills with 2,528,611 spindles, making the lower grades, also finishing works that contain 168 printing machines, and is a comparatively small market for our products though improving somewhat with better economic conditions. Brazil has materially raised tariff rates on cotton piece goods and yarns within the past few weeks.

The Far East

China has been practically lost as an outlet for our cotton goods and England has kept only a small portion of its exports to that country. In 1912 Lancashire's cotton cloth exports to China were 527,000,000 yards, where as in 1927 they reached only 103,000,000 yards. Greater competition of Japan and the expansion of the cotton mill industry in China, in addition to the latter's disturbed political conditions, have accounted for this. Germany has also become an active competitor in the China market. Japan is soon to face labor conditions and hours of operations which may somewhat reduce the advantage it has possessed, but its total exports of cotton fabrics for the first six months of this year show 711,369,000 square yards, of which 290,627,000 square yards, of which 290,627,000 square yards went to China and 135,000,000 square yards to British India, while our total exports of cotton fabrics for the first six months of 1928 were less than 251,000,000 yards to all countries.

British India's importance in manufacturing cotton goods at home is comparatively recent. In 1911 it imported over 2,400,000,000 yards of cotton cloth. Ten years later this had fallen to 1,046,000,000 yards and imports of yarn fell off in a larger degree. Two things are

(Continued on Page 42)

Mebane Discusses Textile Situation

THE following statement is from Robert S. Mebane, formerly president of the Republic Cotton Mills, Great Falls, S. C.

"What's wrong with the textile industry?"—In my opinion it is sick unto its death, and is doomed beyond remedy unless heroic measures are resorted to at once to root out the malignant growth that has been fastening its tenacles upon the very vitals of the industry for years.

"The causes of this deplorable condition are so plain that I am amazed there seems to be a disposition on the part of textile executives to blind themselves to the facts, but are inclined to temporize and hope for something better to turn up. This condition of mind is madness and fatal to the success of this great industry. The time for temporizing has past. We are facing a condition that calls for common sense and men with brains and courage of their convictions.

"Let us now analyze fairly and frankly our present status as textile manufacturers. We have heard so much of how smart and clever we were in this respect and how favorably situated, geographically, climatically and from the standpoint of labor, that we have finally believed it ourselves. Let us see if we do actually possess these supposed advantages.

"We find that continental Europe, China and Japan purchase English textile machinery much cheaper than we can buy the machinery used in our mills and made in New England. They erect their plants at certainly as low cost as ours. We also find that Manchester, China and Japan are just as near to our cotton fields from a standpoint of freight, as are the mills of the Carolinas and that cotton can be landed in continental Europe, China and Japan at practically the same cost from Galveston, New Orleans, Savannah, Charleston and Memphis as at Charlotte, Greensboro, Danville and other Piedmont points. We now come to the question of labor and it is a well known fact that the textile labor in the United States is the highest paid textile labor in the world. It cannot be lowered to any great extent and no one wants to see it lowered.

"Yet here is a true picture of our condition; plants requiring a much greater investment of money per unit for machinery and equipment as compared to foreign mills; no advantage in the price of raw material and hopelessly high wages as compared to any other country. Japanese and Chinese labor in textile plants have become very efficient and twenty cents per day is rather above the average wage paid in those countries as compared with \$3.00 per day in our mills in the United States. Add to this our higher taxes, selling commissions, etc., and where are our boasted advantages?

"The reverse is true, unfortunately and every advantage is with the foreign manufacturer.

"We can no more compete with the rest of the world than we can raise ourselves over a brick wall by pulling on our bootstraps. We are hopelessly handicapped and we may just as well admit it and face the situation.

"When I came to South Carolina eighteen years ago, practically all the mills making white goods exported their production to China and Japan. We have lost all this business to Chinese and Japanese manufacturers and it is gone from us forever. Our total export business as compared to our production, is negligible and grows less annually and will continue to diminish.

"We are absolutely forced to rely upon markets of the United States to purchase and consume the production of our textile mills and our output is now too great for this one source of distribution to absorb. The result is over-production, meaning loss in operation of our mills, curtailment and economic chaos. If this is not remedied soon it will result in ultimate ruin to the great industry built up here in the past twenty-five years, involving hundreds of millions of dollars and millions of skilled operatives.

It is not my wish to be an alarmist but I do desire to emphasize the seriousness of the situation and to show the futility of continuing the present policy which has proved so ruinous.

"There is a remedy, sound and sure; a policy tried by other great industries which has resulted successfully and profitably, and upon which the textile industry must finally rely for its very existence in the United States. I refer to the policy of the steel industry, the tobacco industry, the automobile industry, the cement industry and practically all the progressive and modern business enterprises of the country, viz: merger, consolidation and control.

There is no alternative for the textile business. There must be absolute control of production for the reason that our market is limited and also control of prices in order that the mills may operate at a profit. In no other manner can the present disastrous condition be remedied. The efficient mills, well equipped physically, and soundly financed, must get together in some form of merger organization and function as one corporation with a president and board of director having control of its policy.

"The inefficient mills with obsolete equipment and weakly financed, must go to the scrap pile.

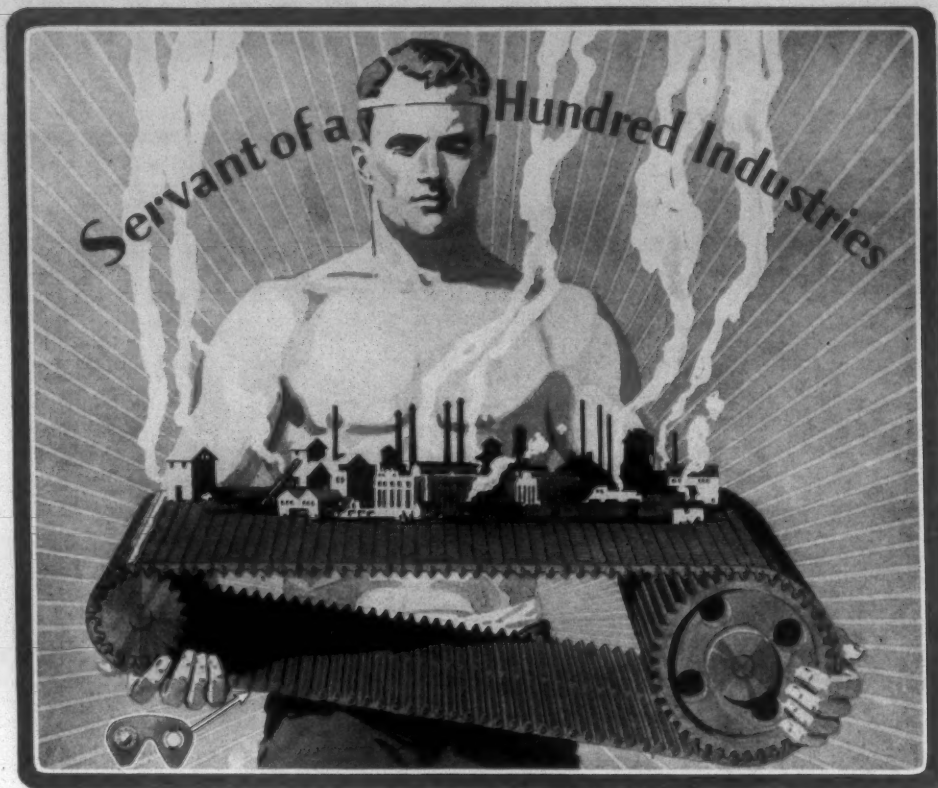
"What the textile industry of the United States needs now, is a 'Moses' who will lead it out of its present wilderness of hopelessness, into the sound, modern modern methods of consolidation and success.

"We have men big enough to perfect such organization and who know it must be done. What is wanted right now is co-operation and earnest effort to bring it to speedy fruition. Right here I wish to pay tribute where tribute is due to the Cotton-Textile Institute. This organization has accomplished very beneficial results in the face of great obstacles. One of their greatest accomplishments has been co-ordination of thought, action and policy and has laid the foundation for the inevitable merger of the mills. Before the Cotton-Textile Institute was formed, each mill pursued a policy of independence and selfishness that resulted in confusion to the industry as a whole.

"I have had thirty years experience as president of textile mills in the two Carolinas and during that period of time, with the exception of a few years during the world war, there has scarcely been a day when a mill could purchase a pound of cotton and sell a yard of goods at sufficient profit to justify the investment; as a result of this condition the manufacturer relied upon his sagacity as a merchant rather than a manufacturer, to secure dividends and depreciation. If his mill was soundly financed, he would purchase one or two years supply of cotton when he thought the price was low and hoped to sell his goods on an advancing market.

(Continued on Page 22)

Better Power Transmission



Known the world over as the efficient and economical means of transmitting power, Link-Belt Silent Chain is today upholding, in every industry, its reputation for being the ideal drive because it "stands the test of time" in service. ☞ Neither heat—nor cold—nor moisture—nor oil affects Link-Belt. Its action is positive under all conditions.



It delivers 98.2% of the energy of the prime mover (on actual test).

☞ Use Link-Belt Silent Chain Drives throughout your plant. Made in sizes from $\frac{1}{4}$ to 1000 H. P. and over. Drives $\frac{1}{2}$ to 60 H. P. carried in stock by distributors in many cities. ☞ Send for Link-Belt Data Book No. 125 and Stock List No. 725.

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Better Lubrication at *Less Cost* per month

What do Oil-spattered Warps Cost Your Mill?

Looms must be kept oiled but a generous use of liquid oil usually produces a fine crop of oil-stained goods.

Try the better way



MODERN TEXTILE LUBRICANT

Stays in bearings—*always*

You don't have to watch NON-FLUID OIL—it won't run out of bearings—it's made adhesive by our special process.

All loom bearings and cams can be kept lubricated with a small quantity of NON-FLUID OIL—and how that small amount does last! It will surprise you.

As a matter of fact NON-FLUID OIL lasts so much longer, per application, than liquid oil, that it costs less per month for better and cleaner lubrication.

Send coupon today for testing sample and bulletin, "Lubrication of Textile Machinery."

Lewis W. Thomason, Charlotte, N. C.
Southern Agent

N. Y. & N. J. Lubricant Co.

Please send bulletin "Lubrication of Textile Machinery" and samples of NON-FLUID OIL for purposes checked below:—

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Good Needles Vital to Quality Knitting

TOO great stress cannot be placed on the vital role which good needles play in producing perfect knitted fabrics or hosiery and great care should be taken to use those most perfectly made. With nearly 60 per cent of the tremendous poundage of rayon used for knit goods, the requirements for perfect needles are greater today than ever before, for in knitting rayon the smoothness of the finish is all important and resistance to rusting is an essential quality. A knitting machine is only as perfect as its weakest needle and cannot be an efficient unit of production unless equipped with the best type of needles obtainable.

Needles Vary in Uniformity

It is practically and mechanically impossible to produce needles of absolute uniformity, and as uniformity ranks in importance with smoothness and temper, knitters should buy in as large quantities as possible since each batch is bound to vary somewhat. It must be remembered that when needles are mixed in a machine an uneven fabric is produced. Defective needles cause no end of trouble and waste. Stiff or loose latches, bad rivets and poor temper are a few of the defects to guard against and to give the trade an idea of the care needle makers of merit exercise and the complicated process required in producing needles; the following enumeration of the steps in needle making is made.

The Latch Needle

The latch needle was invented in 1847 by Mathew Townsend, and in it revolutionized the entire knitting industry in America, for on the use of this type of needle, the knitting machinery builders in this country have centered their efforts. The most important parts of this type of needle are the hook which draws the knitted loop, the latch which closes the hook and enables the loop clearance to be self-acting, the rivet, on which the latch is supported, the cheeks which hold the rivet, the groove which receives and steadies the latch and the butt, by which the needle is moved.

Latch needles are made in one of two styles:

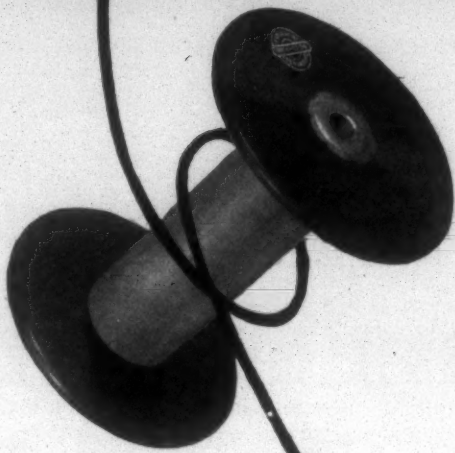
1. The wire needle, in which the butt is made by flattening and turning the wire.
2. The pressed-out needle, which is made from sheet steel, the butt being pressed to shape and the upper part reduced to dimensions required for throat cheek and hook.

The Hook

The hook is the most important part of a latch needle, and before it is turned the wire is cut into lengths and drawn out thinner at the end by means of swagging. The wire is placed between two dies which has been cut out with mathematical precision into tapering grooves, and on the application of pressure the wire assumes the size and shape of the swage dies. The hook is afterwards turned and should be truly semi-circular in shape with the end of the hook projecting slightly beyond the half-circle and left straight on the inside of the hook, tapering off almost to a point on the outside. The dimensions of the hook are of great importance as large hooks forbid the use of a tight stitch

(Continued on Page 40)

LESTERSHIRE SPOOLS HAVE CHANGED ACCOUNTING, AS THEY HAVE SPOOLING!



Lestershire Fibre Head Spools

Reduce direct labor costs.
Eliminate your spool replacement expense.
Eliminate loss of yarn due to spools (in many mills this loss runs into thousands of dollars).
Eliminate all possibility of injury to employees from rough or splintered spools.
Increase about 10% the yardage on your spools.
Eliminate warper kinks and knots due to spools.
Eliminate broken ends on your warpers due to spools and thus increase warper production 20% to 30%.
Materially improve the quality of your warps; and thus better the quality and increase your production generally.

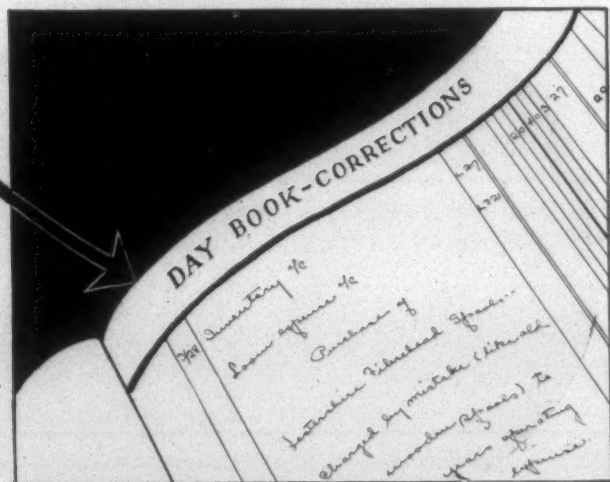
WOOD spools ruled the roost a few years ago. But heads quickly broke, chipped and cracked. Expensive?—yes, so wood spools were charged to expense.

THEN Lestershire Fibre Spools were introduced. Made of specially selected fibre. Patented construction. Remarkable spools, that last longer than the machines.

So Lestershires are properly charged to capital account. Just as are looms, spinning frames and other lasting equipment

This method also puts a different complexion on the balance sheet. Instead of spool expense the inventory shows a Lestershire spool investment.

Do you charge off spools to expense, or do you equip with ASSETS?



Satisfaction Guaranteed

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TRADE MARK
FIBRE SPOOLS
SPOOL & MFG. CO.

140 Baldwin Street
Johnson City
New York

Southern Office
519 Johnston Building
Charlotte, N. C.

Mebane Discusses Textile Situation

(Continued from Page 18)

The profit resulting from this operation was not due to skillful manufacturing but to his success as a speculator and he would have made just as much money without his mill. This reflects the deplorable condition of this great industry, when it is forced to speculate, rather than rely upon legitimate manufacturing.

"When the merger of mills is formed it is absolutely necessary that it sell its own goods and make its own prices on same. Commission houses, however conscientious and honorable, are forced by circumstances to protect their buyers, owing to the competition between so many commission concerns and this means that each house, to hold his customer in dull markets, must favor him by a slightly lower price or make some concession, which naturally results in demoralizing the whole market.

"When the steel business and other well managed industries are forced to curtail operations, they increase the price of their product to compensate for the increased cost of manufacturing, thus operating at the same margin of profit, although on a basis of curtailment. This should be a very obvious lesson to us as to the necessity of control.

"I confidently believe the day is not far distant when the great textile industry will take its place at the fore-front in the modern business world of successful organization by forming a merger that will place it on an intelligent basis and compare favorably with other great industries of our country."

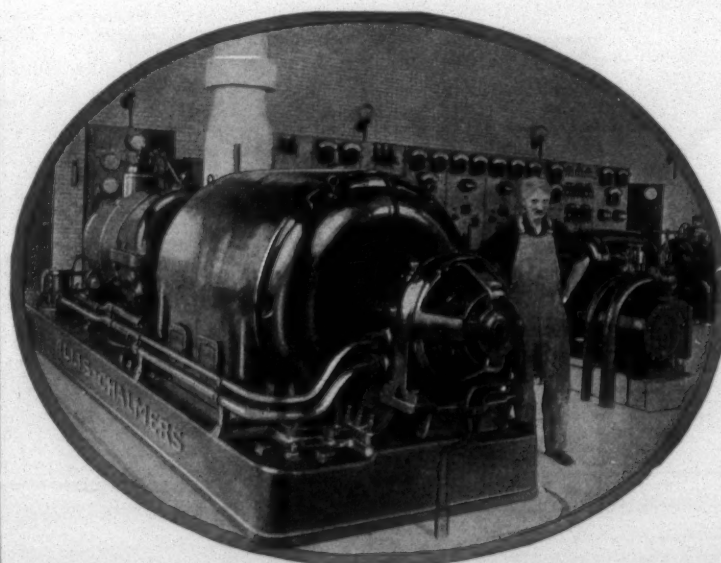
"Blow Hot, Blow Cold"

The cotton manufacturers are trying to "blow hot and blow cold," according to Wm. Keighley, superintendent of the Berryton Mills, Berryton, Ga., who writes as follows:

"Have just finished reading the letters received by you in reply to your question 'What's wrong with the textile industry?', and could not help being reminded of the following story.

"A father was taking his young son for his first time to dine out and after giving his order and while waiting for their meal the young boy noticed a man at a nearby table blowing his soup before eating it. As he had never seen his performance at home he asked his father why the man did this. He was of course told that the man was intending to cool his soup. Things rocked along until the boy noticed this same man blowing his ice cream and he again asked his father why the man blew his cream. The father told the boy this time that he did so to warm the cream. The boy thought a minute and said, 'Dad, don't you reckon that man is just fooling himself, for you know you can't get hot and cold out of the same hole.'

"As I see it this is just what some of our men are doing they know what is right, but they just blow hot and cold too much, in other words they know what ought to be done and they talk that way but turn right around and do something else, they put on a night shift and cut prices in order to move their product."



Steam Turbines for Industrial Plants

Allis - Chalmers Turbo - Generator, 2300 volts, 314 Amp., 3-phase, 60-cycle, 3600 R. P. M. in a nationally known industrial plant in Detroit, is but one of the many successful industrial installations.

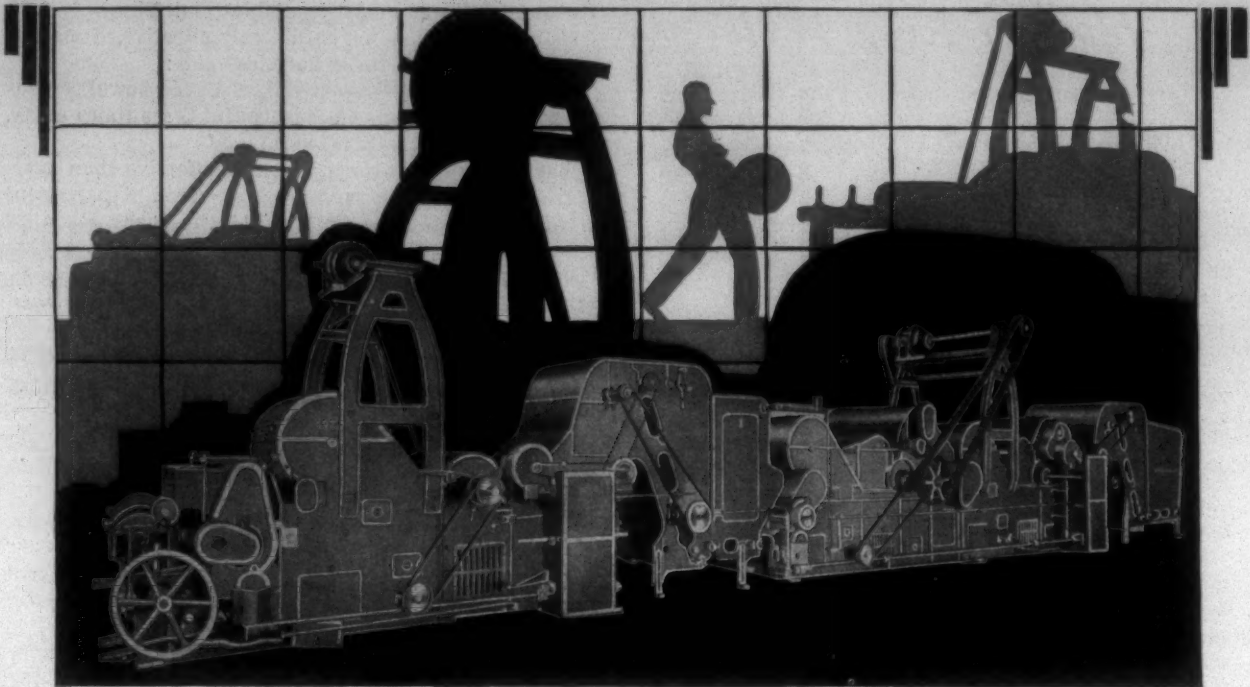
Allis-Chalmers Steam Turbine and Alternator units are built in sizes ranging from 200 kw. up.

PRODUCTS

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Steam Engines
Condensers
Hydraulic Turbines
Pumping Engines
Centrifugal Pumps
Gas Engines
Oil Engines
Mining Machinery
Metallurgical Machinery

Crusher and Cement Machinery
Flour Mill Machinery
Saw Mill Machinery
Air Compressors
Air Brakes
Steam and Electric Hoists
Farm Tractors
Power Transmission Machinery
Perforated Metal
Timber Preserving Machinery



ONE-PROCESS PICKING

Casts a giant shadow over old fashioned Picker rooms

MILL after mill is turning to Saco-Lowell One Process Picking (with Synchronized Control), as reliable reports from all sides prove its superiority over two or three process systems in regard to operating costs, cleaning, appearance of laps, and evenness yard for yard and lap for lap. Under the accumulated evidence millmen everywhere prophesy the elimination of old-fashioned picker rooms.

Synchronized Control, Saco-Lowell's contribution to this development in picking efficiency, does not necessarily call for all new picking equipment. If your Saco-Lowell pickers are reasonably up-to-date, they can be fitted with Saco-Lowell Synchronized Control, Intermediate Feeders, and certain other parts at a minimum added investment.

Among the mills installing Saco-Lowell One Process Pickers are the following:

THE ANNISTON MFG. COMPANY	LANGLEY MILLS	CHICOPEE MFG. COMPANY
EXETER MFG. COMPANY	PACIFIC MILLS	ATHENS MFG. COMPANY
DANA WARP MILLS	BOOTT MILLS	BRANDON MILLS
BERKSHIRE COTTON MILLS		NINETY-SIX COTTON MILLS
ROXBORO COTTON MILLS		GREENWOOD COTTON MILLS
ROANOKE MILLS COMPANY		ALICE MFG. COMPANY
OCONEE MILLS		SAXON MILLS
	ARAGON-BALDWIN COTTON MILLS	
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How to Keep Well

(Life Extension Institute Pamphlet)

Do not be afraid of night air.
Sleep with your windows open.
Keep out in the air as much as possible.
Wear loose, light-weight clothes.
Let your skin breathe.—Exercise every day with little or no clothing on.
Stand erect and breathe deeply.

Food

You need fuel food just as an engine needs coal or gasoline. Bread and butter, cereals, fats and sugars are chiefly fuel foods.

You need repair food just as an engine or an automobile needs repair materials. Milk, meat, fish, eggs, poultry, cheese, green peas and beans give repair material, as well as fuel.

You need regulating food just as an engine or automobile needs lubricating oil, distilled water, water for the cooler, charging of the battery, etc. Regulating foods are milk, fruit, green vegetables and water; you need some every day. You also need some hard and crusty food to give your teeth exercise, and some raw and some bulky fruit and vegetable foods to keep your bowels regular.

Your chief need is fuel food. Eat sufficient cereals and bread and butter to keep up your weight. Your least need is repair food. Eat meat, fish, poultry, eggs or cheese once a day in moderate quantity.

Do not hurry at your meals. Chew and taste your food thoroughly until it slides into your stomach.

The average well person should drink 6 glasses of water (or fluid) every day, (three of them between meals).

Warm weather, exercise and physical work, by causing perspiration, make it necessary to drink even more water.

It is not advisable to add salt freely to food, or to eat highly seasoned foods, for an unnatural thirst is created in this way and extra work is put upon the kidneys and bladder to remove the excess salt and water from the body. Frequent urination and organic strain may be the result.

Constipation

Do not use pills, mineral water or purgatives.

Diet should be the mainstay in bowel regulation.

Eat freely of whole cereals, oatmeal, whole wheat, graham or bran bread, fruits and bulky vegetables such as lettuce, spinach, cabbage, sprout, carrots, turnips, onions, apples, prunes, dates, figs; also orange juice and lemon juice.

Constipation will usually disappear if you follow this program every day:

On rising in the morning:

1 or 2 glasses of water.

A few minutes of mild body bending and twisting exercises.

At breakfast:

Fruit or fruit juice, cereal with 2 tablespoonfuls of bran or bran muffins. (Other foods as desired.)

Soon after breakfast:

A bowel movement. Make this a habit; allow time for it, and do not break it.

During the day:

4 more glasses of water or milk (2 between meals).

Three portions of bulky vegetables and fruit.

If this program is not sufficiently effective, it may be supplemented with these harmless aids:

Agar-Agar (Japanese seaweed) is a good bowel regulator and is not a drug. (A teaspoonful three times a day, in milk, cereal or other foods.)

Plantago-psyllium seeds are more effective than agar-agar and act similarly without drug effect. Teaspoonful to tablespoonful once daily. Let the seeds stand 20 minutes in soup or hot water.)

Mineral oil is serviceable for temporary use in obstinate cases and also has no drug effect. It may be taken in the form of salad dressing.

Teeth and Tonsils

Many serious diseases come from infection in mouth and tonsils and throat and nose.

Keep the teeth clean. Brush them thoroughly night and morning. Use a little lemon juice and water as a mouth wash. Pure soap is a good dentifrice.

Visit the dentist or dental clinic every three months. Do not wait for a toothache.

Do not let decayed roots remain in your mouth. Have them pulled without delay. They may cost you your life.

If your mouth is full of gold work and fillings or caps, have your teeth examined by x-ray. If found infected, removal is usually the best course, especially if you have rheumatism or any chronic trouble, or do not enjoy good health.

Infected tonsils also may cause rheumatism and organic changes from normal.

Eyes

If you have headache or defective vision, that is not corrected by glasses, have your eyes examined by an oculist (a physician).

Eye strain may break down your health.

Wear glasses if they are needed and save brain and nervous system from strain.

Exercise

Get as much exercise in the open air as possible every day—at least an hour.

Even if active at your work, do setting-up exercises night and morning for 10 to 15 minutes, to make you straight and strong and well developed. The exercises which require body bending and twisting are especially helpful in strengthening the abdominal muscles and stimulating bowel action.

Overweight

Do not allow yourself to gain weight gradually and become fat after you have passed 30 or 35 years.

Keep your weight after that age, from five to ten pounds under the average for adults near your age and height.

If you are gaining, cut down the fuel foods—bread and butter, cereals, sugar and fats — and eat instead more green vegetables and fruits.

Underweight

If you are thin and pale and losing weight, be carefully examined for lung trouble.

Eat freely of bread and butter, egg yolks, cereals, milk and cream, but also of green vegetables and fruit.

Sleep at least eight hours, and out of doors if possible. Get plenty of fresh air. Breathe deeply.

Prevention of Colds

Prevent constipation.

Avoid alcohol and tobacco.

Keep away from persons who are sneezing and coughing.

Train your skin to resist drafts and changes in temperature by cool bathing and cold sponging of neck and chest.

Use a mild menthol oil spray in nose at first sign of a cold. Take frequent doses (level teaspoonful) of baking soda in water. Take a hot foot-bath, drink hot lemonade, or hot flaxseed tea, and go to bed and perspire freely. Take no alcohol or "cold cures."

If you have frequent colds, have your nose and throat examined, and if obstruction or chronic infection is found, have such a condition corrected.

Alcohol

Leading medical men throughout the entire civilized world have pronounced against alcoholic beverages.

Alcohol is narcotic drug, and not a true stimulant.

It never does you any good (as a beverage). It always does you some harm.

It shortens life and decreases efficiency and earning power, even in so-called moderation.

You are counselled to leave it strictly alone. It has a very limited use as a medicine and should then be prescribed as a medicine.

Tobacco

The excessive use of tobacco is not only harmful to the heart and nervous system but is often a manifestation of nervousness which can be controlled or overcome in better ways.

Tea, Coffee and Caffeine Drinks

Tea and coffee contain a powerful drug, caffeine. They should be used, if at all, in great moderation—not more than one or two cups daily.

Headache Powders—Patent Medicines

Beware of headache remedies.

Grin and bear your headache rather than take a drug. The drug harms your heart. A cold cloth on the head, rest and sleep, are often all that is needed. Have your eyes examined.

Do not believe the lying advertisements about cure-alls, kidney cures, and the thousands of drugs offered to the people.

See a doctor if you are ill, but do not buy a patent medicine.

Nervousness and Mental Health

Promote your mental health by wholesome pleasures and an outside interest or hobby that is quite different from your daily work. Try the fun of using tools to make furniture or house fixings, or to repair the automobile; paint things; collect stamps, coins; take photographs; play cards, checkers, chess — anything that takes your mind out of its work-a-day rut.

Perhaps housework is your daily round, then join a club or group that meets once a week. Get some recreation into every day.

If you are inclined to worry or find it hard to be cheerful, look for the cause in your body, or living habits. If you have corrected the defects and errors, then learn to be courageous! Face the worst that can happen. Everyone who wants the rewards of success in life or any venture must carry responsibility, and know care, disappointment and temporary defeat.

Accept the fact that things are not right in this world, but do not let that prevent you from enjoying life or doing your own work well, and getting satisfaction from it.

HAMACO

Products for
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BOSTON, MASS.
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HABERLAND MFG. CO.
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429

FOR SALE

15—Tape Driven Twisters 200
Spindles each, 2½" Ring, 3½"
Space, 5 or 6" Traverse. CLUTCH
SPINDLES, also bobbins for same.

These are in first class condition. Prices right.

Collins Brothers Machine Company
Pawtucket, R. I.

(AMALIE PRODUCTS)

ACHIEVEMENT

Constancy of Purpose

THE AMALIE TEXTILE SPECIALTIES are the result of a constant aim to co-operate with the textile industry in meeting its ever changing problems.

This desire to co-operate has created a mutual interest and enabled us to develop SPECIALTIES which function properly and at the lowest cost in each specific type of work for which they are designed.

The AMALIE TEXTILE SPECIALTIES have become the standard of comparison.

They enjoy a reputation for quality for which we feel justly proud.

Our sales force of technically trained men receive the fullest co-operation of both our research and executive departments.

No problem presented them is ever considered too small or too large for our sincerest interest and thorough investigation.

There is an AMALIE TEXTILE SPECIALTY for your particular type of work whether it be dyeing, bleaching, finishing, mercerizing, sizing or winding,—cotton, rayon or silk.

Acquaint us with your problems.

L. SONNEBORN SONS, Inc.

• NEW YORK

Manufacturing Chemists for the
Textile Industry

Sales Offices in Leading Textile Centers

(AMALIE PRODUCTS)

PERSONAL NEWS

O. D. Boyd has been appointed superintendent of the Martel Mills, Valley Falls, S. C.

A. R. Gossett has resigned as overseer weaving at the Aragon-Baldwin Mills, Whitmire, S. C.

J. N. James has resigned as night overseer weaving at the Aragon-Baldwin Mills, Whitmire, S. C.

J. A. Wix has accepted the position of overseer weaving at the Aragon-Baldwin Mills, Whitmire, S. C.

Ellis T. Gurry, formerly manager of the Morrillton Mills, Morrillton, Ark., has become manager of the Aurora Mills, Aurora, Ill.

David Jennings, of J. P. Stevens Company, New York, has been elected president of the Aragon-Baldwin Mills, with plants at Rock Hill, Chester and Whitmire, S. C.

J. J. Hydeck has been promoted from overseer weaving to superintendent of the Social Circle Cotton Mill, Social Circle, Ga.

W. R. Atherton, of Union Springs, Ala., has become overseer carding and spinning at the Aliceville (Ala.) plant of the Alabama Mills Company.

E. B. Wise has resigned as superintendent of the Martel Mills, Egan, Ga., a position which he had held for the past 14 years.

W. L. Phillips has resigned as superintendent of the Social Circle Cotton Mills, Social Circle, Ga., and accepted a position with the Strowd-Holcombe Cotton Mills, Birmingham.

C. S. Wood, formerly superintendent of the Valley Falls (S. C.) plant of the Martel Mills, has accepted a position with the Cherokee Falls plant of the Henrietta Mills.

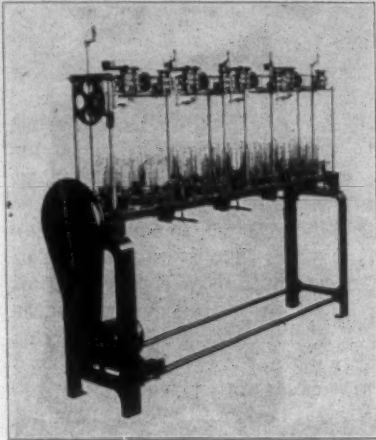
Alex Long has retired as president of the Aragon-Baldwin Mills, with plants at Rock Hill, Chester and Whitmire, S. C., but will serve as chairman of the board of directors. He will continue to be president of the Arcade Mills, Rock Hill, S. C.

Martin L. Cannon, prominent cotton manufacturer of Charlotte, has purchased the C. C. Coddington estate, the residence built in Charlotte by the late J. B. Duke, one of the show places of the state.

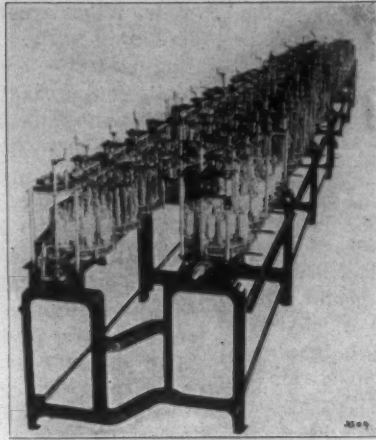
J. M. Creekmore has resigned as overseer carding and spinning at the Crawford Cotton Mills, Crawford, Ga., to become overseer carding at the Santee Mills, Orangeburg, S. C.

James Brown, for many years superintendent of the bleachery at Ware Shoals, S. C., is to be superintendent of the new bleachery to be erected at Spartanburg by the Ligon interests, it has been officially announced. It was reported several weeks ago that Mr. Brown would be appointed to this position.

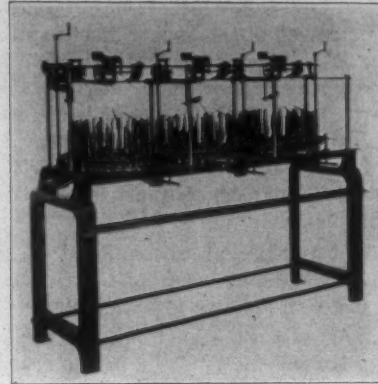
Geigy Co., Inc., well known manufacturers and distributors of dyestuffs and chemicals, is to establish a branch office in Charlotte. It is understood the company will probably have a laboratory and warehouse in connection with the Charlotte office.



17 Carrier 4-Head Tying Tape Braider



17 Carrier 4-Head Elastic Braider



25 Carrier 3-Head Elastic Braider

RHODE ISLAND MULTIPLE HEAD GROUP DRIVE BRAIDERS

The Rhode Island Multiple Head Group Drive Braiding Machine is a brand new development which was designed and built to meet the present day demand for a decreased braiding cost.

On this machine three or four braids are produced at the same time, and each braid is delivered to its own can or reel. When a bobbin runs out in one braid the stop motion of the machine stops this braid only and the other braids on the machine are made as before. All of the braids are made at the same rate which is varied by one set of change gears.

A glance at the illustrations at the top of the page will show the individual stop motions, feed heads and take-off heads which make this new braiding method possible. As a result the braiding cost is reduced in seven ways which will be discussed in the coming issues of this magazine.

PRODUCTS

of
Rhode Island Braiders

Tape
Binding
Flat Elastic
Braid
Rickrack Braid
Lingerie Braid
Candle Wicking
Rug Braids
Square Packing
Spindle Banding
Jacquard Lacing
Fish Lines
Clothes Lines
Shoe Laces
Wicking
Sash Cord
Round Packing
Hose Covering
Wire Covering
Round Elastic
Braids

FIDELITY MACHINE COMPANY

3908-18 Frankford Avenue

Philadelphia, Pa., U. S. A.

RHODE ISLAND BRAIDERS KNOWN TO THE TRADE SINCE 1865

Carding and Spinning Subject of Georgia Meeting

NEW developments in manufacturing methods will be stressed at the spring meeting of the Textile Operating Executives of Georgia, which will be held at the Georgia School of Technology in Atlanta, Ga., on Tuesday, March 19th. Carding and spinning will be the major topics discussed, and under these subjects, new developments such as long draft spinning, variable speed motors on spinning, etc., will be covered by the mill men who will attend.

The association is composed of the superintendents and department heads of the Georgia cotton mills, and a large attendance is anticipated.

J. W. Hames, superintendent Exposition Cotton Mills, Ga., is general chairman of the organization, and Frank E. Heymer, superintendent Eagle & Phenix Mills, Columbus, Ga., is vice-chairman. E. H. Rogers, agent, Fulton Bag & Cotton Mills, Atlanta, Ga., will have charge of the discussion on carding, and Albert Lehmann, Jr., superintendent Dixie Cotton Mills, LaGrange, Ga., will conduct the spinning discussion.

The meeting will open at 9:30 o'clock Tuesday morning, March 19th, in the chemistry building on the Georgia Tech campus, and at 1 o'clock a Dutch luncheon will be served in the new mess hall of the school. The practical discussion will be resumed following the luncheon, and the afternoon session will conclude the convention.

Each question to be discussed has been assigned to various members for report, and it is believed that a great deal of valuable practical information will be developed. It is announced that mill men from other states, as well as representatives of concerns catering to the textile trade will be welcome at the sessions.

A copy of the questionnaire which will form the basis of the discussion follows:

Carding

1. Give your experience on Buckley beaters versus blade beaters versus Kirschner beaters. Give full details in each case, as to where and how used, and other conditions. What is your experience with each as to the percentage of motes taken out, the appearance and evenness of the lap made, and the breaking strength of yarn?

2. If you have had experience with one-process picking, give your opinion as to results in strength, smoothness, blending, etc., compared with two or three processes.

3. Give your experience with the new type of straight wire clothing for the card cylinder or doffer or both. What results do you find in the quality, as well as the amount of waste? How often do you strip the cylinders with this new clothing, and how often do you grind the fillet? Also, in using this straight wire clothing, have you changed the speed of the flats or cylinders?

4. What percentage of card strips do you get on cards? (Give the number of pounds carded per day per card.) What is the best method of keeping strips from running too heavy in carding lightly?

5. What have you found to be the most practical way of renewing the collars on drawing frame rollers? How do you determine when it is necessary to have them renewed?

6. Give your experience as regards one process of drawing run at a low speed as compared with two processes at a higher speed.

7. Give your method of oiling spindles on fly frames. Do you oil the bolsters and steps or just oil the steps?

Why? What is your method of lubricating the bobbin gears?

8. What is the best method of creeling fly frames?

Spinning

1. What experience have you had with long draft spinning, with regard to breaking strength, size of roving used (also whether single or double) speed of front roll, end breakage, twist per inch, etc., as compared with same numbers or ordinary draft?

2. What experience have you had with variable speed motors on spinning frames?

3. Discuss your experience with filling wind for warp yarn, giving the following information, compared with practice when using warp wind; size of ring, diameter of bobbin (also whether warp or filling bobbin used on filling wind); total traverse, length of stroke, whether traverse goes down fast or slow.

In changing to filling wind, did you make the bobbin smaller in diameter at the top than at the bottom, or use a straight bobbin or one with a reverse taper? Is it possible to increase the front roll and spindle speed when using filling wind? What is the relative breaking strength between filling wind and warp wind? Was it necessary to lighten or heavy the traveler? Do you have more or less ends down per thousand spindles per hour on filling than on warp? Is there a gain in the total number of yards on the bobbin with filling wind?

On spooling with filling wind, what type of tension device is the best, all things considered? Do you find a difference in the yards per minute in spooling between filling wind and warp wind?

Did you find, after changing to filling wind, that the efficiency of the warpers was either decreased or increased? Also, have you made any change in the steps of the warper creels, or on any other part of the warper, to increase the efficiency?

4. (This question repeated from last year, with added specific instructions as to how test should be made. Please follow them carefully.) Please make a thorough test to determine the end breakage per 1,000 spindles per hour and causes. Give yarn number, whether single or double roving, size of ring, speed of roll and spindle, weight of traveler, draft, twist factor, grade and staple of cotton. Make the test on 1,000 spindles covering 10 hours of continuous operation, or one day's run. Figure separately the ends down during doffing.

Plan Hosiery Association

High Point, N. C.—Hosiery manufacturers will hold a meeting Friday afternoon at 2 o'clock in the Hotel Sheraton to further plans for the formation of an association.

A meeting was held here January 8 at which a steering committee was appointed. This committee has held several meetings and will have a report to make.

The members of this committee are: W. L. O'Brien, O'Brien Hosiery Mills, Winston-Salem, N. C., chairman; John Shoffner, Standard Hosiery Mills, Burlington, N. C.; D. B. T. Dell, Pilot Hosiery Mills, Lexington, N. C.; Fred Guerrant, Fidelity Hosiery Mills, Newton, N. C., and W. B. Thomas, Thomas Mills, Inc., High Point, N. C. At first it was thought that membership was to be confined to manufacturers of fancy half hose, but invitations to the meeting have been sent to manufacturers in North Carolina, Tennessee, Alabama and other Southern States.

Crown Brand Rayon Yarns

B R I N G I N G N E W D R A M A I N T O D R E S S F A B R I C S

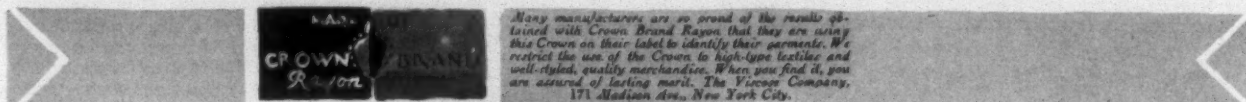
IT is a dramatic moment when scissors first cut into a shimmering brocade, a feathery exotic-hued chiffon or other rich, colorful, very new fabrics woven of CROWN Brand Rayon Yarn. . . . Perhaps the shears are handled by an internationally known Paris couturier, whose inspired moulding of the supple rayon material will influence fashion for months and years to come! They may be manipulated by the skilled designer of an American house, whose excellently tailored sports clothes, coats and ensembles are successes worn by smartest women in New York, Chicago, San Francisco. Or the clever hands of a woman who fashions her own charming frocks may

hold the scissors that cut this new cloth!

Newest fabrics for spring and summer of 1929 have an exciting modern loveliness, made possible by the rayon yarns used in them. Crown Brand Yarns are responsible for textures formerly undreamed of; colors that glitter with gay promises or that have fascinating dull subtle tones; patterns that express the romance of yesterday, the mystery of tomorrow. These thrilling materials will play important roles in the drama of the mode. . . . Naturally the beauty, the quality, the serviceableness of any fabric made of rayon or containing rayon depend on the yarns of which it is woven. . . . Crown Brand Rayon Yarns are made by

The Viscose Company, the concern that brought the rayon business to America in 1911; today, the world's largest producer of rayon yarns. Crown Yarns have been outstanding for their quality and diversity. They are smooth, even, fine. They dye fast, wash well, wear handsomely. The Viscose Company is noted for scientific achievements in perfecting yarns that establish rayon as the truly expressive fabric of these times.

New highly specialized Crown Brand Yarns are being developed constantly. They inspire many successful new dress fabrics. They make much of the newest rayon underwear and hosiery, numbers of new drapery fabrics and household textiles.



SOUTHERN TEXTILE BULLETIN

Member of Audit Bureau of Circulations and Associated Business Papers, Inc.
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CLARK PUBLISHING COMPANY

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Contributions on subjects pertaining to cotton, its manufacture and distribution, are requested. Contributed articles do not necessarily reflect the opinion of the publishers. Items pertaining to new mills, extensions, etc., are solicited.

What's The Matter In England?

IT is a coincidence that at just the time we were raising the question, "What's the Matter with the Cotton Manufacturing Industry" and were calling upon the mill men for the statements which appeared in our issue of January 31st, the same question was being raised in England and that in the January 24th issue of the Manchester Guardian a prominent mill man, G. W. Armitage had an article entitled "What's Wrong with Cotton Manufacturing?"

On page 9 of this issue we are reprinting the Armitage article and we advise a careful study of same.

The problems of the English cotton manufacturers are not entirely the same as ours because they rarely spin and weave in the same plant, are very much more dependent upon export trade and are dominated to a considerably greater extent by labor unions, but in many other respects they are the same and the Armitage statement refers to many of them in a very frank and interesting style.

Among the many terse statements of Mr. Armitage we note the following:

Fill a loom with splendid yarn; the weaver has nothing to do; she is "swinging on the slay" all week, and at its end draws a big wage. Now fill the loom with weak and brittle warp; the weaver toils; she is piecing ends all day. At the week's end for fearful travail a wretched wage is earned. How stupid! We have fixed our eyes on the piece of cloth and not on the woman.

We wish that every mill manager in the South could realize the truth of this statement.

An imaginary saving as the result of buying cotton, inferior in grade and staple, to that which should be used for the proper manufacture of

the goods to be made, often results in a greater loss in process than the prospective saving and in addition places an extra burden upon every one in the mill from superintendent to operative.

If some managers who purchase inferior cotton and sit complacently in their offices could be forced to spend a few hours tying up the extra warp ends which break as the result of such cotton, they would be less inclined to continue their "penny wise and pound foolish policy" and they would have more consideration for their employees.

Dealing with the reduction in cotton wearing apparel by women, Mr. Armitage quotes the following from a statement of the Research Department of the Labor Party of England:

In 1912 29.8 linear yards were consumed per head of the population. In 1924, owing to long depression and universal reduction in wages resulting in reduced purchasing power, only 19 linear yards were consumed.

He then proceeds to tear their argument to pieces with the following statement:

This argument is not convincing. The income of the working classes in 1913 was 880 million pounds (English pound is equivalent of slightly less than \$5.00). Today it is at least 1,600 million. The rise in the cost of living (retail index including rent) is only from 100 to 167, so that the purchasing power of the working classes has not fallen but risen. They could today buy more cottons than they did, if they wanted. But they do not want. The woman has changed her mind. She is no longer willing to carry about on her body a day's work for a loom. Indeed an embittered wool-spinner was heard to growl: "Before the war it took one sheep to clothe a woman for a year; now it takes one silkworm, and that one artificial."

For many years the cotton manufacturers of the South have been advised to follow the English system of "making what the customer wants," but of that Mr. Armitage says:

There are two main ways of selling goods. The first creeps humbly to its market and says "Please tell me what you want and let me quote for it." The other walks boldly in and says "This is what we make. Isn't it splendid? Buy it!" The first is Manchester's traditional method. Who has been more sedulous, more servile in "giving the customer what he wants?"

* * *

How strange that in the largest and oldest cloth market in the world there is not one standard that a maker can safely make to stock! In the United States there are fifty as fixed as the Great North Road.

* * *

We alone paddle canoes while other men sail ships.

Why? Because distribution controls production. The instinct of the producer is homogeneity; the instinct of the distributor is diversity. Where production controls distribution production is homogeneous, or tries to be. Where Ford not only makes cars but sells them, you get one car. Had Ford depended on Manchester shippers he would have needed two hundred, each with different mudguards. In the United States I saw a weaving shed with 11,500 looms on one cloth. How was it done? The owner distributed his goods himself.

We, in American mills, have been told to diversify, to make everything anybody wanted, to cater to the whims of the customer "as done in England" and yet we find an English authority condemning the English for that very thing.

Experts in each country are urging cotton manufacturers to adopt certain policies and yet we find those very policies are being listed by the others among the "What's Wrong" items. There is food for thought in this statement.

The English mills are obliged to depend, to a very large extent, upon their export trade and are proud of their position in the world's markets. Mr. Armitage in summing up says:

In spite of all the blows that fate has rained upon us, we still do half the world's trade in exported cottons. Does not this show with what amazing force the heart of Lancashire still beats? Beset before and behind, the old lion still holds half a world under his paw. With what a royal gait the beast will stride if only we strike his chains away!

* * *

I have a friend who wishes to form a society. It is to be called the C.T.R., and is to consist of men who are convinced that the Trade can be Recovered. The membership is unlimited, and there is no entrance fee. But there is a very heavy subscription, to wit, the best a man has of energy, inventiveness, fresh thought, and, above all the will to attack.

* * *

The lost trade will not come back of itself. We must fetch it. Our exports waver above and below the four thousand million yard line, and six thousand are needed to stop the rickets. At the moment we have a little rise. It will be followed by a little fall. True improvement will only come when some of the great staples are recovered. How can we get them back?

In conclusion, Mr. Armitage says: There is a glorious story told of Jutland. Our battle cruisers were engaged at long range. Three of our ships, one after the other, struck by terrific salvos, exploded and sank. As the third disappeared Beattie said, "There seems to be something the matter with our damned boats today. Turn in nearer the enemy."

"Turn in nearer the enemy" is a good slogan for American mills as well as those of England.

Our enemies are not exactly the same as theirs. Our greatest enemies are expanded productions and poor merchandizing.

Let's turn in near the enemy. At least, let's not be afraid to meet them in the open, face to face. We must not continue to hide our heads in the sand like ostriches.

Banks Held Responsible

In a report on the textile situation in England we note with much interest that the Bank of England has told the banks that they must assume part of the responsibility for the present plight of the cotton mills. The following is the statement:

The Bank of England took the position that the banks had departed from strict banking policy by advancing money to buy mills during the boom of 1920, and that they should take their full share of the responsibility for the task of reconstruction.

As the banks had helped to get the cotton companies into trouble, now they must help to get them out. This was the view taken by Montagu Norman, governor of the Bank of England. This action on the part of the Bank is unprecedented, and has greatly stimulated the cotton trade.

The Bank of England is the equivalent of our Federal Reserve System but with more authority and power.

It has said to the banks of England, "You encouraged the purchase of cotton mills at high prices during the 1920 boom and made profits out of the reorganization which you financed. You are to a large measure responsible for the present plight of the industry and it is up to you to help finance the mills out of the difficulties into which you put them."

This is something new in finance, but there is justice in the position taken by the Bank of England.

One of the big New York banks is, in our opinion, responsible for the plight of the Consolidated Textile Corporation, as it not only encouraged but made large profits out of its purchase of the B. B. & R. Knight group of old mills.

If our Federal Reserve System should follow the example of the Bank of England and say to that bank, "You got the Consolidated Textile Corporation into their trouble, now assume your part of the responsibility and loss," there

would be a sensation and yet it would be just.

Banks throughout the United States, including those in the South, have by their greed for high interest rates have made possible the present inflated stock market.

When the day of reckoning comes the Federal Reserve System should be able to say to all banks which participated, "You made possible a situation from which business has suffered and you must share the responsibility."

There are things about the English which we do not like but the world has always admired their rugged honesty which was never better portrayed than when the Bank of England said to the banks of that country, "You are responsible for the plight of the textile industry and must aid them in their troubles."

Advertising Cotton-Textiles

THE Cotton-Textile Institute, in beginning a campaign of advertising, has, in our opinion, taken one of the most logical steps whereby it can increase its usefulness to the textile industry.

There is no reason why advertising, one of the greatest forces of modern business, cannot be properly applied to further public interest in cotton textiles. In fact, advertising has for years been urged as one of the greatest needs of the textile industry. To work out, however, a plan whereby a co-operative advertising campaign could be carried out with maximum results, has been no small problem.

We are not only gratified that the Institute is beginning this publicity work, but are very much pleased to note that its first effort is directed toward making cotton fabrics more stylish. Style is the dominating influence in present-day merchandising. In women's apparel, it is always the deciding influence. Make a fabric stylish and women will buy it. There is no need of further inducement.

The first of the series of advertisements by the Institute appears in this issue. The logic of its language is self-explanatory. Read it.

Another Prison Mill

In a report of the sale and distribution of the machinery of the Manomet Mills of New Bedford, Mass., we note the following:

One of the latest contracts accepted for machinery is from the State Government of Michigan, purchasers of approximately 5,000 spindles and the necessary carding and roving machinery that goes with them. A large new addition to the State reformatory at Jackson, Mich., is being equipped with cotton manufacturing machinery,

most of which is being shipped from the Manomet plant.

While Congress discusses legislation against prison-made goods, the State of Michigan erects a mill for the purpose of operating it with the free labor of convicts and then selling its product in competition with mills operated by private industry.

New Machinery

THERE is not a man in the business today who can get the results from machinery and equipment of the 1800 vintage in successful competition with the 1900 brands. We are in an age of progress with new methods of distribution and the mills that are going to stay in business are the ones that are keeping right up to the minute in production and improving labor saving machinery and equipment. The others will be wise to get out from under before forced to liquidation or bankruptcy.

Machinery is what has saved the New England textile industry and this means replacements as the improved machinery comes along. Machinery or rather lack of modern machinery has hit the South its hardest blow since the textile industry was established there, and now when too late hundreds of the medium and smaller Southern plants are showing the truth of the above statement.

The men to direct the successful operation of our mills are right on the job and they are right up to the times in using the newest products of the machinery builders. They know what they want and the great error that may cost the loss of the mills is in refusing these men the machinery and equipment they require to meet the quality and price of their competitors. New England is meeting the issue.

—Fibre & Fabric.

Paper Umbrellas

WHILE the Cotton-Textile Institute and others work to find new uses for cotton goods, the enemy seem to be always finding substitutes for our goods and now, according to the following report from China they seem to have invented paper umbrellas.

Among the manufactures paper umbrella of the new type is gaining in popularity on both home and foreign markets. The best kind is turned out by the Fei Fei Umbrella Manufacturing Company. The handle and the ribs are made of bamboo, and the web, of a kind of Chinese tissue paper, is made water proof by a coating of wood oil, and is usually decorated with colored figures. All the raw materials are home-products. The umbrella is light and tastefully made and much used by ladies as sunshade. Its total yearly output of the whole province is estimated at 200,000 pieces.

FRED'K VIETOR & ACHELIS

65-69 Leonard St., New York

DICKSON & VALENTINE DEPT.

Selling Agents for

RELIABLE SOUTHERN MILLS**ISELIN-JEFFERSON CO.**

328 Broadway, New York

Offer

Southern Cotton Mills**Thoroughly Equipped Export Service
Throughout the World****THE TRIPOD PAINT COMPANY**

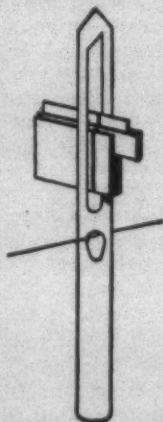
—Manufacturers—

ATLANTA

GEORGIA

MILL WHITES, PAINTS, STAINS, ETC.

Write for Prices and Free Samples

**INSTALL
K-A ELECTRICAL
WARP STOP MOTIONS—NOW**

The far seeing weaving mill executive installs K-A Warp Stop Motions knowing that money put at interest will yield interest—but money invested in K-A will yield ten fold.

Southern Representative
WILLIAM D. WHITTAKER

R. I. Warp Stop Equipment Co.
Pawtucket, R. I. Atlanta, Ga.

Fellow American Society Landscape Architects

E. S. DRAPER

1516 E. Fourth Street

Charlotte, N. C.

Consultations, Reports, Designs in the Form of Sketches or Complete Plans and Specifications, Including Supervision of Construction for:

Town and Industrial Planning
Subdivision and Residential Developments
Golf Courses and Country Club Grounds
School and College Grounds

Parks and Civic Centers
Cemeteries
Recreational Areas
Institutional Developments
Country Estates
Town Properties

Largest Landscape Organization in the South

MILL NEWS ITEMS

Whitmire, S. C.—The Aragon-Baldwin Mills at this place are replacing 640 old looms with an equal number of model K 40-inch Draper looms.

Conway, Ark.—S. W. Willis, of Camden and R. E. Burton, of this place, are said to be interested in establishing a textile mill here.

Anniston, Ala.—Contract for the erection of the hosiery plant of Lengel-Fencil Company, of Reading, Pa., has been let to Johnson Construction Company.

Statesville, N. C.—Schell, Longstreth & Co., Philadelphia, Pa., have become exclusive sales representatives of the Paola Cotton Mills.

Anderson, S. C.—The total spindleage of the Appleton Mills at Anderson now is 63,000, work of installing 33,000 spindles shipped from the plant in Lowell, Mass., having been completed.

Madison, N. C.—New machinery is being installed at the Penn Handkerchief Company. When the installation has been completed the production capacity of this plant will be greatly increased.

Decatur, Ala.—Decatur business men will, within the next few days, have an opportunity to place an additional industry in operation here. At a mass meeting a plan for financing the enterprise will be presented. The new industry is declared to be a full fashioned silk hosiery mill but the name of the concern is withheld.

Chester, S. C.—The four-story modern addition at the Whitmire plant of the Aragon-Baldwin Cotton Mills, Inc., which also has a plant in Chester, is approximately completed, and the new machinery is now being installed in the addition. This addition is 126 by 136 feet. J. E. Sirrine & Co., of Greenville, S. C., are the textile engineers in charge.

Spindale, N. C.—About half of the 20 new bungalows to accommodate employees of the Spencer Mills of which John A. Law of Spartanburg is president, have been completed. The additional houses are built on State highway No. 20, leading to the mill offices. These bungalows will take care of additional employees required to operate the extra machinery and equipment recently installed in the plant.

Norfolk, Va.—The West Ghent Realty Company is having a building erected by Meredith & Tazewell, Inc., local contractors, for the use of the Percy Kent Bag Company, Inc., of Brooklyn, N. Y. The structure is one story, brick, and will contain about 40,000 square feet of floor space. Machinery and equipment will be moved from the company's Brooklyn plant and additional machinery purchased. The plant will manufacture all kinds of burlap and cotton bags and will have a capacity of approximately 40,000,000 annually. It will require about 125 operatives.

MILL NEWS ITEMS

Monroe, N. C.—Officers of the Union Mills Company, the new organization which owns the Ice more Mill property, are: C. W. Johnson, president; W. H. Belk, of Charlotte, vice-president; P. H. Johnson, secretary and treasurer, and M. M. Tuttle, assistant secretary and treasurer. Mr. Tuttle is now on the property. Ralph Webber, of Charlotte, will be superintendent of the mill. Mr. Tuttle states the plant will get into operation in about two weeks. Later it will work two shifts and run night and day.

Cedartown, Ga.—Plans have been announced by C. C. Slusser, vice-president of the Goodyear Tire & Rubber Company, Akron, Ohio, for the expansion of the company's Clearwater Mills here at a cost of \$600,000. It is understood that 20,000 additional spindles will be installed and that 86 additional dwellings for operatives will be erected, the expansion project being contingent only upon an agreement by the Cedartown council to place sidewalks, sewerage and lights in the new village, which will adjoin the present one. The Clearwater Mills are now equipped with 30,000 spindles and with the additional installation will operate 50,000 spindles on a day and night basis.

Eufaula, Ala.—L. L. Conner, who has been operating the Little Mill for the past two years, has sold this textile manufacturing property to Donald Comer and associates of Birmingham. The Comer interests will take over the operation of the plant at once. It has 7,000 spindles and employs seventy-five operatives and is equipped with modern machinery.

The Little Mill will come under the same management as the Cowikee Cotton Mills with 12,000 spindles, also located at Eufaula and owned by the Comer interests, but it will have absolutely no connection with the Avondale Mills properties, which include textile properties at Sylacauga and Birmingham of which Donald Comer is president and treasurer.

Thomaston, Ga.—The consummation of plans of the B. F. Goodrich Rubber Company, Akron, Ohio, for the further development of the Martha Mills, which it recently purchased for the production of automobile tire fabric, will make this one of the outstanding textile mills in the South. The company plans to install 50,000 additional spindles to its present complement of 30,000 spindles and expects to award construction contracts through the office of Robert & Co., Inc., engineers, of Atlanta, during the week of March. 14.

A three-story main mill building will be erected, 1100 by 135 feet, while other structures will include a picker building and raw cotton storage building, 2 stories, 120 by 450 feet; double story boiler plant, 40 by 70 feet; approximately 450 dwelling for operatives; new filter plant, and water supply system from Potato Creek. All phases of construction, equipment and development work in connection with the project will be in charge of the engineers. The Goodrich Company recently acquired 450 acres of land for this new Silvertown development, which will be entirely adequate, it is thought to take care of the enlarged plant.

LEATHER BELTING



KROMOTAN

A special Tannage possessing higher tensile strength, better pulley adhesion and greater flexibility than Oak Belting.

It is particularly adapted to difficult drives when small pulleys or idlers are necessary. This type of Belting is recommended for unusual conditions of steam, hot water, oil, dilute acids or alkalies.

Charlotte Leather Belting Co.

1894

302 E. 6th Street
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MILL NEWS ITEMS

Forsyth, Ga.—Persons Hosiery Mill will soon inaugurate a day and night shift schedule, it is reported. R. T. Persons bought this plant some months ago and has greatly improved and modernized it. This plant is operating at full capacity and has been already receiving a big number of orders. Tharpe Hill, who is secretary and treasurer of the plant, will have charge of the business.

Greenville, S. C.—A print works representing an investment of about \$250,000 will be erected by the Union Bleachery adjoining the site of the plant on the Buncombe road.

J. W. Arrington, president of the bleachery, said that exact size of the print works had not been determined, but would be decided upon after preliminary drafts had been completed by J. E. Sirrine & Co., local engineers. The proposed investment would not take in houses for operatives, of which about 200 will be needed in the plant.

The construction of a print works to be operated in conjunction with the bleachery has been considered for some time, to meet changing needs of the textile industry, it was stated, but decision to build one was not reached until recently. No separate company will be formed for operation of the print works, it being operated along with the bleachery.

Construction is expected to be started as soon as plans have been drawn and contracts let, it being thought that actual work would begin during the latter part of March.

Chester, S. C.—Alexander Long, who has been president of the Aragon-Baldwin Cotton Mills, Inc., which embraces a chain of textile manufacturing plants in this city and Rock Hill and Whitmire in South Carolina since its organization, did not offer for re-election Monday at the annual meeting of the stockholders held at Chester.

David Jennings, a native of Charleston and a former resident of Greenville, but now prominently associated with J. P. Stevens Company of New York City and a

vice-president of the foregoing chain of mills, was elected to succeed Mr. Long, William Fraser of New York City was elected treasurer; A. L. Emery of Charlotte, general manager and vice-president; E. R. Lucas of Chester, a vice-president, and E. O. Hunter of Chester, secretary. Mr. Long was elected chairman of the Aragon-Baldwin board of directors and he will continue to be active president of the Arcade Cotton Mills of Rock Hill.

The new president will not move to Chester, but will continue to make his home at New York City.

During the past year a large three-story addition has been built at Whitmire and all of the machinery at the plant is being revamped and when finished it will be one of the finest textile manufacturing plants in America, and at Chester a modern picker building has been erected.

President Jennings was graduated from the textile school at Clemson College, S. C., after which he went with the Parker Mills of Greenville and later to New York.

Cotton Goods Sales 92.5% of Production

Statistical reports on the production and sales of standard cotton cloths during January were made public by the Association of Cotton Textile Merchants of New York. The reports cover a period of five weeks.

Shipments during the month amounted to 345,354,000 yards. This was equivalent to 100.7 per cent of production, which was 342,806,000 yards.

Sales in January amounted to 317,078,000 yards, or 92.5 per cent of production.

Stocks on hand at the end of the month amounted to 389,195,000 yards, a decrease of 0.7 per cent as compared with stocks at the beginning of the month.

Unfilled orders on January 31st amounted to 440,585,000 yards, or 6.0 per cent less than they were January 1st.

These statistics on the manufacture and sale of standard cotton cloths are compiled from data supplied by twenty-three groups of manufacturers and selling agents reporting through the Association of Cotton Textile Merchants of New York and the Cotton-Textile Institute, Inc. The reports cover upwards of 300 classifications of standard cotton cloths and represent a large part of the production of these fabrics in the United States.

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SHUTTLES
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BETTER ON THE
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CHARLOTTE, N. C. CHATTANOOGA, TENN. DALLAS, TEX. GASTONIA, N. C. GREENVILLE, S. C. GRIFFIN, GA.

OBITUARY

Ben L. Ivey.

Ben L. Ivey, general manager of the Cutter Manufacturing Company, Rock Hill, S. C., committed suicide in a hotel in Columbia. Mr. Ivey had been missing from his home for two weeks and no news of him was heard until his body was found.

Mr. Ivey was well known and very highly regarded as a manufacturer and was one of the most highly esteemed men in his community. He was 40 years of age and is survived by his wife and several children.

Full-Fashioned Hose Profits Fair

Philadelphia, Pa. — While manufacturers' margin of profit on full-fashioned silk hosiery has narrowed radically in the last few years, there remains sufficient for keeping the wolf from the door, it is shown in off-hand statements of some mill executives. One manufacturer, operating a small plant some distance from a knitting center and selling to retailers, boasts he has a return of \$3 a dozen pairs. He says he has an economic sales plan and that, by reason of environment, he has an unusually low operating cost, overhead included.

"That is too much," said the head of a company operating less than 40 machines, under somewhat favorable conditions. "Our net is about \$1 a dozen." This establishment like the mill first referred to maintains day and night working schedules, but distributes mainly through jobbers.

Numbers of manufacturers not in the larger class are

understood to have been taking down as little as 50 cents a dozen profit, the margin for mills depending on the conditions under which they are operated, aside from the character of their product and the extent to which economy is practiced, some being suspected of having an unnecessarily heavy overhead. It is observed that few mills are on the market as for sale, and that those which are, usually are represented as "making money."—Daily News Record.

Morse Stock Drives

The Morse Chain Company has just brought out a new publication, Bulletin No. 35, devoted to stock sprockets and chain which are being carried in various localities. The data is arranged in an ingenious way, allowing the customer to select two or three different designs to meet his specifications, one of which may be most suited to his requirements. It is due to the increased demand for service that these drives from 1 to 25 H. P. are being added and can be shipped within 48 hours, bored and keyed to fit customers' shafts.

Morse silent chain drives are carried in stock by the following: Carolina Supply Co., Greenville, S. C.; Crago Gear Co., Kansas City, Mo.; Dodge-Newark Supply Co., Newark, N. J.; James Supply Co., Chattanooga, Tenn.; Moore-Handley Hardware Co., Birmingham, Ala.; Morse Co., Detroit, Mich.; Morse Chain Co., Ithaca, N. Y., and Tranter Mfg. Co., Pittsburgh, Pa.

S. L. Stacks is now night superintendent of the Lowe Manufacturing Company, Huntsville, Ala.

STRIPPER X

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To eliminate troubles in the dyehouse put

ORTHOCEN

in the dyebath.

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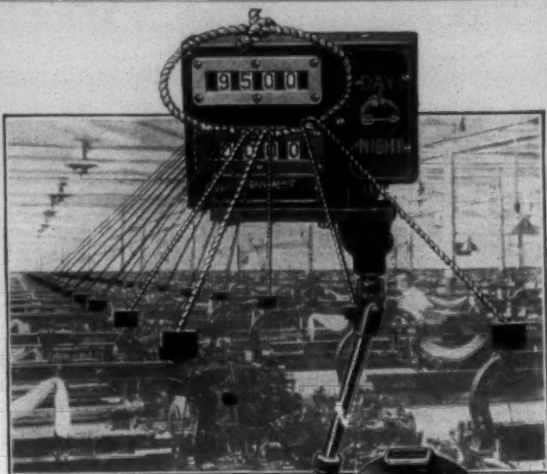
Philadelphia

U. S. A.

DYESTUFFS
of
QUALITY

P. S.—Ask your neighboring mill what
they think of ORTHOCEN

CHEMICALS
of
ORIGINALITY



TIED TO THE DAILY TASK

Here you read the record of picks-per-hour on which to base the standard task.

You see — by the Counter — what the weaver *has* done and *ought* to do each day on each loom.

There's no getting away from this record of picks—as to number *produced* and *required*. There's no getting away from the obligation to hold to the standard rate.

The loom is tied to the daily *task* by the daily check-up of picks produced, compared with the mark you set. It's tied to the definite job of making a Profit.

Veeder-Root Textile Counters can be applied to every machine and work-situation in a mill. They will help you to solve any production-problem or labor-problem. Write for Textile Counter booklet, or ask for a trial of the Counters.

Veeder-ROOT INCORPORATED
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General Southern Representative:

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Special Representatives for North and South Carolina:

Carolina Specialty Co., Charlotte, N. C.

WHO'S WHO

AMONG
TEXTILE SALESMEN

A. S. JOHNSON, JR.

A. Stoddard Johnson, Jr., is a salesman for the Fidelity Machine Company, of Philadelphia, Pa., with headquarters in that city, but has his home at Merion, Pa.



He was born at Boston, Mass., and attended Milton Academy, after which he accepted a position with the Eastern Manufacturing Company at Bangor and while there worked on time study and cost accounting pertaining to the manufacture of pulp and fine writing papers.

Mr. Johnson has been with the Fidelity Machine Company for seven years and has shown marked ability as a salesman. He has made numerous trips to the South in interest of the braiding machines manufactured by his employ-

ers and is favorably known in this section. He is married and has two children.

HORACE E. BLACK

Horace E. Black, Carolinas representative of the box strapping department of the Stanley Works, New Britain, Conn., was born in Atlanta, Ga., 1896, but has lived in North Carolina for a number of years and is well known and has made many friends in this section.

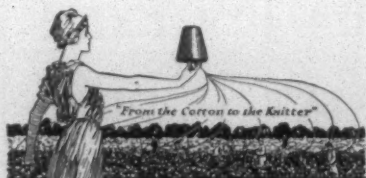
Prior to accepting his present position with the Stanley Works, he was for seven years, the North Carolina representative with Brown & Bigelow, of St. Paul, Minn., manufacturers of advertising specialties and made many friends throughout that territory.

The Stanley Works manufacture a number of products but as far as the cotton mills are concerned they specialize in the Stanley "Ever-safe" box strapping, and Mr. Black has succeeded

in developing a substantial business for them. He is married and makes his home at Charlotte, N. C.



Yarn



Sales Representatives

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Chicago, Reading, Pa., Utica, N. Y.

H. B. Ketchum, Mgr., Export Dept.
42 Broadway, New York City

H. B. Robie
93 Worth St., New York City
Louisville Textile Co., Inc.
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David Whitehurst
409 Parkway, High Point, N. C.

R. D. McDonald
924 James Bldg., Chattanooga,
Tenn.

The yarn used by you is thought of in terms of delivery, quality and price. What goes into making these three things is important.

Delivery consists of getting yarn when you need it — always, without fail. Our huge production of 200,000 pounds per week, our location and our practice of anticipating customers' needs, insures you of a perfect delivery schedule.

Quality of American Yarns is obtained by purchase of cotton from a select source. Thus a start is made with a uniform fine quality, which uniformity is maintained by most careful spinning. Mercerizing is by our own highly developed processes which produce an unusually beautiful lustre. We would like you to compare this lustre, for it is a feature of American Yarns.

Supervising each process, from the purchase of the cotton to the finished yarn, is an organization old in experience who realize the needs of the trade besides knowing their own of spinning and mercerizing yarn. This, too, is important.

Price is relative. The cheapest yarn can be the most expensive in the end for a low initial cost yarn may so slow up your productions and make up into so unsatisfactory an article, that its cost would be prohibitive. Your cost must be figured on its initial price, on the manner in which it allows speedy manufacture, and on what qualities it gives to the article it makes up into.

On delivery, on quality and on price, American Yarns can fill your need. Let us quote. Any number yarn.

AMERICAN  YARN
AND PROCESSING CO.
MOUNT HOLLY, N. C.

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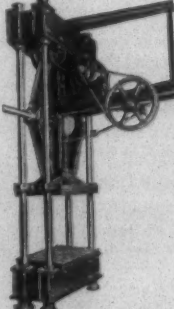
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Best
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Even widths, perfect selvages, straight edges, made of long staple; uniform weaving, Lambeth Spinning, and Twister Tapes can save you money. Ask for prices and samples.

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Charlotte, N. C.

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Kunkle Joint
60 to 500
Tons Pressure
Motor Drive
Self Contained
Can be set
anywhere you can
run a wire

Hydraulic, 50 to 300 tons pressure, any size to suit your requirements.
Let us tell you more about them. Established 1872

Dunning & Boschert Press Co., Inc.
367 W. Water St. SYRACUSE, N. Y.

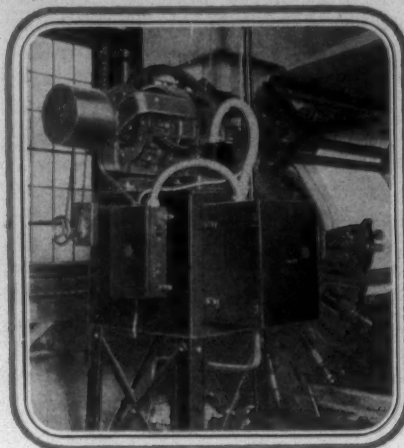
{Motor drives for finishing machines}

Type BTA

An adjustable-speed a-c. motor with shunt characteristics

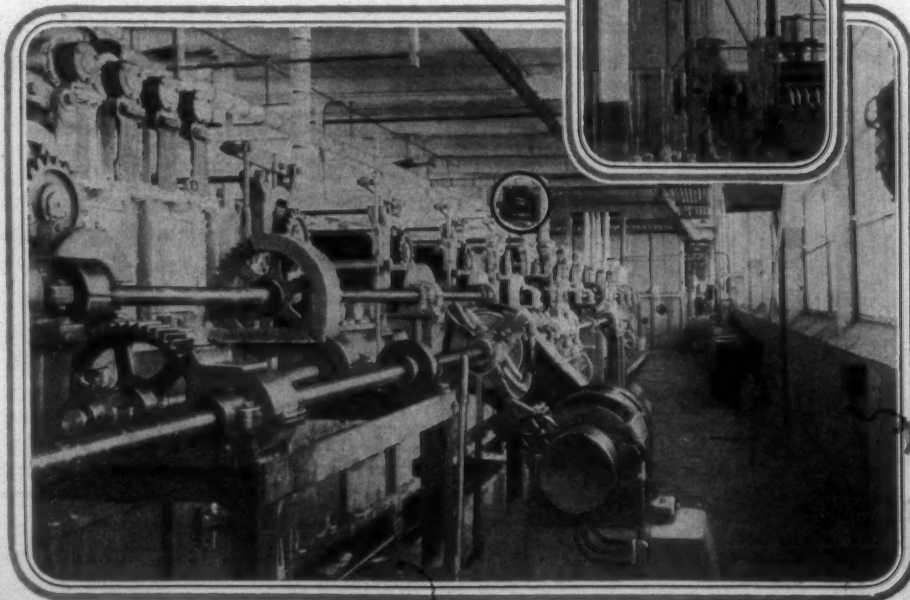
Close speed adjustment and full speed range *from no load to full load* can be readily obtained. These and other desirable characteristics admirably adapt the Type BTA to either individual or tandem (range) drive of finishing machines which require adjustable speed—mangles, dryers, tenters, mercerizers, calenders, printing machines, etc.

General Electric supplies equipment for every application of electric power to the textile industry—constant speed or adjustable speed (including the Ward Leonard variable-voltage system of control), direct current or alternating current. Avail yourself of G-E engineering service by applying to the nearest G-E office.



G-E Type BTA motor driving eight-color printing machine

Tandem-drive mercerizing range operated by two G-E Type BTA motors. Close-up of motor in background is shown in inset picture



Apply the proper G-E motor and the correct G-E controller to a specific task, following the recommendations of G-E specialists in electric drive, and you have G-E Motorized Power. Built in or otherwise connected to all types of industrial machines, G-E Motorized Power provides lasting assurance that you have purchased the best.



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—fitted to every need

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN PRINCIPAL CITIES

200-168H

Good Needles Vital to Quality Knitting

(Continued from Page 20)

and small hooks miss the yarn and cause skipped stitches and pin-holes. The latch makes or mars the needle and is a complete part unto itself; even now most makers use six operations to make it.

Sharp Edges Should Be Avoided

All sharp, rough and irregular edges should be avoided; the batter should taper toward the spoon. The spoon should be truly alliptical and convex on the outside toward the upper end, so that a clean, smooth passage for the loop of the needle is afford. The point of contact of latch and hook is of primary importance. If the latch overhangs the hook, the diameter of the hook is increased without any allowance in room for drawing the yarn. If the latch just meets the hook, a knot or thick place in the yarn will force the latch into the hook and tuck stitches will result. The spoon of the latch should cover the tip of the hook, while the end of the latch and the hook should be as nearly as possible continuous. It is interesting to note that dimensions in needle manufacture must be measured not in thousandths of an inch but in ten thousandths of an inch.

The Rivet

The rivet is a small spindle on which the latch swings. It must be firmly held in the cheeks of the needle and allow the latch to swing freely. The latches are threaded into the wire while in position between the cheeks, the rivet being cut to length and riveted up afterwards in the cheek. The cheeks, which have been previously

battered into shape, are punched slightly smaller than the latches and should be countersunk so that riveting is effective.

The groove is cut by means of a small circular saw and should be of such dimensions as to allow the latch to swing freely and yet have no side-play. If the grooves are too open, a lateral movement is caused with the result that the latch instead of coming off the needles will go into the hook.

The Throat

The throat is milled out under the bottom of the open latch so that, when the loop is cleared from the latch, it must overturn the latch on the return movement of the needle. The turning of the butt of wire needles is a most important operation. The length should be dead true, for when a number of shorter or longer needles are together a visible defect would be produced.

Inspection of the needles is of great importance. The greatest care is taken that every needle, which goes out of the factory, conforms to the most exact specifications. It has been said that real needle craftsman is "brought up" in the atmosphere of knitting and needle making, and, so it would seem, for the most skilled workers are found in localities where needles have been made for many years, and the workmen may truly be said to be "bred in the bone" needle makers.—Rayon Journal.

The Troy Cotton and Woolen Mills, the oldest mill at Fall River, Mass., is to be liquidated. It began operations 110 years ago.

GEORGIA WEBBING & TAPE COMPANY

COLUMBUS, GEORGIA

MANUFACTURERS OF

Narrow Fabrics

WEBBING FOR MECHANICAL USES

up to six inches in width

COLUMBUS TAPE FASTENERS

for spinning tape

NON-STRETCH WEBBING

for automobile tops

CASKET WEBBING

SPINNING AND TWISTER TAPES

various widths, weights, and weaves

LOOP EDGE WRAPPING TAPE

for tire manufacturers

PLAIN WRAPPING TAPE

for vulcanizing purposes

TAPE SEWING THREAD

Durability

("COLUMBUS TAPE")

Strength



Sizing Compound
"V"

Contains no Chlorides, no Mineral Salts,
and no Mineral Oil.

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530-532-534 Marietta St.

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**"The Size
That Satisfies"**

Sizing gums and weight-
ing gums. * * *

Our prices are right for
the quality of products.



Emulso Tallow

TALLOW
WATER

The perfectly emulsified product. Con-
tains no Gums, Acids or Alkali.

U S AUTOMATICS WILL HANDLE ANY KIND OF FILLING

THE present line of U S Automatic Shuttles is the result of years of constant effort to perfect a series of eyes that will take care of all types of filling. Every detail for improvement suggested by weavers on various kinds of filling has been incorporated in the latest models "E," "F," and "G" eyes. These eyes will run any count of cotton, wool, worsted, jute, silk, or rayon, equally well. "A," "D," Right Hand, Opposite Wind, Double Wind, and other styles of eyes are also available from which to choose.

In this series, there is an eye which, if given a fair trial in a comparative test, will decrease your seconds and increase your production of better quality cloth.

A few of the patented flexible tension features of U S Eyes are described herewith, as even better results may be obtained in the appearance and finish of your cloth if you take advantage of their possibilities.

Send for our new folder which explains in detail the many tension combinations you can obtain in U S Automatics, and also shows a quick, easy method of inserting woven felt tensions.

U S Bobbin & Shuttle Co.

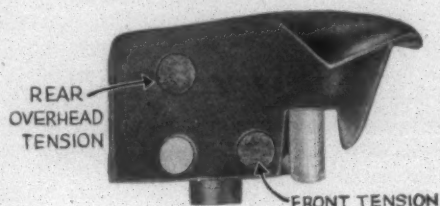
GREENVILLE, S. C.

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PROVIDENCE, R. I.

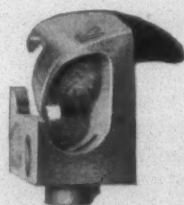
Branch Offices:

HIGH POINT, N. C. PHILADELPHIA, PA. ATLANTA, GA.



This shows a 1-1 tension, punched felts, inserted in both the front tension and the rear overhead tension holes. This combination is standard for the ordinary run of cotton, rayon, or silk filling.

Note the porcelain center post. Porcelain posts are preferred by some mills on some grades of silk or wiry worsted filling.



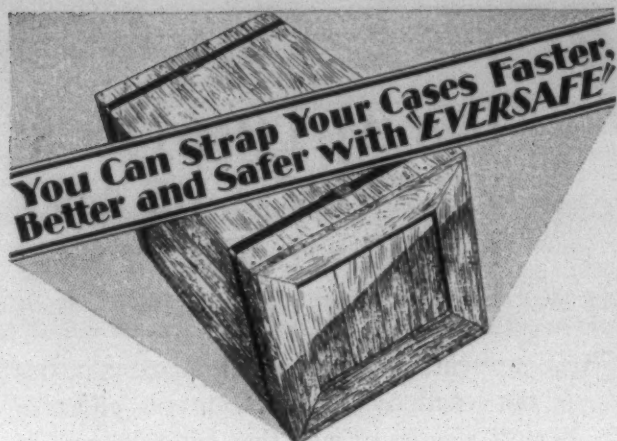
The 2-2 tension (woven felts front and rear), illustrated at the left, is the heaviest tension obtained in U S Automatic eyes. It is especially recommended for use with worsted, crepe, or hard twisted filling, and gives good results on rayon.

The 3-4 tension (No. 6 wire pin front, No. 13 wire pin rear) is excellent for use where freedom from tension is desired on soft spun cotton or woolen yarns, or where filling is poor or tender.



BUILDERS OF BETTER BOBBINS, SPOOLS, AND SHUTTLES

U S salesmen are specialists on bobbins, spools, and shuttles. Order direct from U S for real helpful and understanding service



Now you can get new and improved bale ties and box strapping — **STANLEY "Eversafe"** — **its Round Safety Ends, Round Safety Edges and Smooth Sterilized Japan Finish** eliminate all the dangers of cuts, scratches and infections and make them safe to work with. Your workmen will welcome Stanley Eversafe Bale Ties and Box Strapping.

Endorsed by Safety Councils, Safety Engineers and leading Liability Insurance Companies. The Stanley Works, Box Strapping Division, New Britain, Conn.

*Faster, Better and Safer Work
with STANLEY Eversafe*

STANLEY "EVERSAFE" Strapping System

The Stanley Eversafe
Round End Cutter



This ingenious device cuts two Round Safety Ends at one clip. A wonderful improvement over ordinary box strapping shears.

The Stanley Works
Box Strapping Div.
New Britain, Conn.

Gentlemen:

I would like to know more about your new "Eversafe" Strapping System. Send your booklet ST2 giving full description.

Some Features of Cotton Textile Export Trade

(Continued from Page 17)

believed to have caused this reduction; (1) increased mill capacity in India, (2) decreased effective purchasing power per capita. India's income is said to have increased about 15 per cent in the last 10 years, while the cost per yard of cotton goods has roughly doubled. This, of course, means a reduced effective purchasing power per capita.

These developments in India and China have seriously affected Great Britain's exports of cotton fabrics, which fell off about 40 per cent in 1927 from those of the year 1912. Nevertheless, the first six months of 1928 showed total British exports to all countries of 1,932,000,000 square yards valued at over \$257,000,000. It has been suggested that the increased tendency for parts of the population in these Far Eastern countries to wear European style of cloths will help future exports from Great Britain. This tendency should also make these markets have greater potential possibilities for this country.

Our relatively small exports to India and Netherland East Indies would indicate that such markets have large potentialities and deserve much additional study with due allowance, however, for special conditions to be met and for the necessity of going to much expense without expecting immediate important results.

Analysis by Classes of Product

Analysis will show that our export business, though partly in unbleached and in yarn dyed goods, is much larger in bleached goods, piece dyed goods and printed goods. In this connection this important point must be borne in mind: While the mills and their selling agents are in position to handle the export of unbleached and yarn dyed goods directly, it is (except as to the converter mills) the exporting converters who intervene in the matter of converted (bleached, dyed and printed) goods and carry on this part of the export business which is more important and increasing more rapidly than the grey and yarn dyed exports.

While the Department of Commerce, at the request of the Institute and other representatives of the industry, increased in 1928 the classification for cotton cloth exports (other than cotton duck and tire fabrics) from 5 to 22, and this change is proving very helpful in studying our exports. The figures are not available for comparisons on this basis for past years. We shall, therefore, refer to exports previous to 1928 under the five former classifications.

(Continued Next Week)

Newport Has Two New Vat Colors

The Newport Chemical Works, Inc., recently announced the production of two colors which are of considerable importance to all vat dyers. These are Anthrene Red F F A and Thianthrene Red Violet R H, classified in the Colour Index respectively as numbers 1133 and 1212. They are both brilliant bluish reds, very valuable in the production of shades of rose, purple, violet, etc. The F F A is applied in a cold vat, therefore well liked for dyeing silk. The Red Violet R H is extensively used for printing. Leaflets describing these products in detail may be had from the manufacturers.

They couldn't make
good chambermaids of
their Machine operators



—so they did the next best thing

A WORKMAN is busily engaged in hunting the dirt-crusts, lint-covered oil holes on a process picker. The holes are well hidden under their covering of oil, lint and dust. Occasionally he finds one. He greets it with a flood of oil from the long-spouted can. A few drops trickle through to the bearing, carrying dust and lint with them.

The remainder of the oil lubricates floor and product. In a few moments this same workman will drop work and swab up the excess oil.

This wasted, non-productive time has been eliminated in the Langley Cotton Mills of Langley, S. C. In addition, spoilage of material through oil stains, is largely eliminated. Break-downs and repairs are minimized. Worthwhile savings in labor and lubricant have been effected. All—as a direct result of Alemite-Zerk High Pressure Lubricating and Alemite Lubricants.

Alemite and Alemite-Zerk High Pressure Lubricating Systems, together with Alemite Lubricants specially made for use in them, accomplish 3 vital results for users of industrial machinery:

1. Eliminate 75% of bearing troubles and consequent shut-downs.

2. Save 50% in lubrication labor costs and time.

3. Effect a 33 $\frac{1}{3}$ % saving in lubricant.

More than 600 manufacturers of machinery recognize the new demand for easier, more efficient lubricating and equip their product with Alemite or Alemite-Zerk.

But you do not need to wait for new machinery to get the benefits of this modern-day lubrication. Fittings can be quickly and easily installed in present oil holes and grease cup connections. They cost only a few cents—and save their cost many times over.

An Alemite representative will be glad to give you facts and figures, without obligation to you.

Alemite Lubricants

Alemite Lubricants are pure semi-solid and semi-fluid oils for use in bearings and gears. Unlike fluid oil, Alemite lubricant stays with the bearing. Yet it contains no fillers, non-lubricating substances, or fatty acids to cause corrosion. It with-

stands high pressures and extremes of temperatures.

Barrel-to-Bearing Without Exposure

Alemite Lubricant comes to your plant in air-tight barrels. It is transferred under pressure and without exposure to a light weight, portable tank. Alemite-Zerk Compressors are filled through their handles from this container by a turn of the crank—again without exposure. Then a push of the compressor handle and a clean wear-reducing “shot” of lubricant is forced in and around the bearing. No waste. No muss. Every ounce of lubricant used is put to work—reducing wear and saving repair bills.

Alemite Manufacturing Corporation
(Division of Stewart-Warner)
2688 North Crawford Ave.,
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We are interested in receiving more information about Alemite. Of course, we are not obligated.

Firm Name

Address

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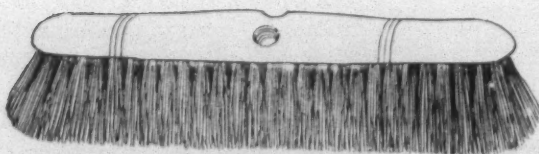
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*Guaranteed
Textile
Brushes*

"What's Wrong With Cotton Manufacturing?"

(Continued from Page 12)

its long hogback as bristly as a porcupine, and every quill a chimney. As many spindles there as in France and Germany together, and all of them built without the faintest idea of what market their products would go to. 'Let's build a mill,' and someone. 'Right,' said someone else. And at once it was everybody's interest that built it should be. Architects, builders, machinery makers, every bird in the wood lifted its beak and sang 'Build! build! build!' So built it was, and dozen more as well.

"Contrast any other business, say a shipowner's. Does he say 'Let's build a ship,' and built it is? Never! He argues that on certain routes his boats are overloaded already; that development in that interior means activity at these ports, and so on—calculation, direction, not random outburst."

Maker: "How does all that help you? The mills ran full till the war."

Shipper: "Yes, but why? Simply because the rising tide of exports floated from your slips all the aimless hulks you'd built. The world was growing, and every year Manchester's sales rose 2 per cent. No thanks to your foresight, for foresight there was none. And your weaving sheds were built as aimlessly as your mills. 'In Kent,' said Defoe on a famous occasion, 'be 20,000 stout fellows ready to fight to the death against Popery, and not one of them knoweth whether Popery be a man or a horse.' In Lancashire were 20,000 stout weavers ready to make shirtings for China, and not one of them knew whether China was in America or Scotland. In Lancashire spinning and weaving have been sheltered industries, sheltered from knowledge of the world. You were spoon-fed by us."

Maker: "Were we? We didn't grow fat on it."

Shipper: "You grew big. And you must not attack us for claiming to be your only supplier and then failing to supply. We never contracted to supply you, and no such contract was or is implicit in the situation. We took all your output because we had a sale for it. Now we only have a sale for part, so part is all we take. That is all."

Maker: "It may be all, but it's not enough. Is Lancashire a pump you drink at when you're thirsty and pass when you're not? If for generations you have been our sole exit, if we have been told you would boycott us if we went abroad ourselves, is all that nothing? Your disclaimer may be correct in some narrow legal sense. But if you owned the machinery of Lancashire, would your selling policy be what it is?"

Shipper: "My dear fellow, how unreasonable you are! Survey the merchant class of Manchester. Do you think the savage vicissitudes of the last few years have not scarred them? Did the crash of 1921 pass them by? Does no merchant lie awake at night? How outrageous you demands upon us are. 'Orders!' you exclaim. 'You must give us orders! And you must pay us quickly. You can give your customers six months, but you must pay us in ten day. However, you and we are colleagues, and we want to divide with you fairly. So you take the dangers and give us the safety. If the market falls before your goods are sold you can have the loss. If your customer defaults you can attend the creditors' meeting. If the goods don't sell you can hold

(Continued on Page 46)

YOU CAN'T READ ALL THE COTTON NEWS

*We mean to tell you what
will interest you*

WHY?? Cotton news today is the most important style news. Here, there, everywhere... comes word of new fabrics, designs, colors, uses.

Magazines, newspapers, trade publications are giving thousands of lines every week to cotton news. Cotton mills, selling agents, finishers, converters, wholesalers, garment manufacturers and retailers who must keep abreast of the mode cannot absorb such a volume of publicity. That's why it is necessary to spotlight the news, to interpret style

trends to individual organizations and to assist in presenting the latest cotton styles.

Cotton must be styled for 1929

... Your weaves, colors and patterns must be adapted to the turn of fashion. To help everyone whose business success depends on knowing and interpreting style tendencies, plans for broadcasting cotton style news have been developed. The details that follow outline these services.

Stylists Abroad

Even now cotton style representatives are in Europe. Their reports will be adaptable to your needs. Watch the first style bulletin for their views.

Style Bulletins

Highlights of cotton fashion news, concentrated to ten minutes' reading time, will be published at regular intervals. This service is free upon request.

Trade Advertising

Many of the leading trade papers read by wholesalers, ready-to-wear manufacturers and retailers will carry frequent messages about cotton fabrics.

Our Working Plan

SCOPE OF THESE SERVICES

These services will be extended to include all cotton fabrics affecting women's and children's apparel, and interior decoration. Requests for cotton textile information will be given immediate and careful attention.

National Advertising

Through the two great fashion magazines, Vogue and Harper's Bazar, the newest cotton modes will be presented in full pages... many of them will be in color.

Swatching Service

A swatching service to wholesalers, cutters and retailers will be under the supervision of an impartial board of stylists from outside the industry.

Cotton Exhibits

Cotton fabrics and cotton garments of outstanding significance will be exhibited... either independently or in cooperation with other organizations.

**THE COTTON-TEXTILE INSTITUTE, Inc. 320 BROADWAY
NEW YORK CITY**

If you wish to receive regular style bulletins, please send your name, firm name and address.

"What's Wrong With Cotton Manufacturing?"

(Continued from Page 44)

them, though we don't mind your paying for their insurance. If competition is sharp, and you can only force a sale at a loss, well, force it, and give us another order. You are our supplier, and what we want is orders.'

"My dear sir, I am neither a fairy godmother nor a conjurer. I can only give you an order if I get one myself, and I can only get it if I have on my stall those articles and those prices—which command orders. At present in many staple lines I have neither. You suffer as the result, but so do I."

I have given the merchant the last word, for in life he gets it. But is it the last word? Is it not the beginning of many words, and new ones? All that these men have said is true, but they have not helped us. Both are thinking down the old grooves that ran so smoothly once, and run so roughly now. Nineteen-twenty was not merely the close of a decade. It was the end of an age. The turning world turned swiftly yet again, but on a new axis, sloping a fresh cheek to the sun. If we also do not turn not merely shall we go on suffering as we suffer now, but we shall suffer increasingly.

V.—Mass Methods

Let me approach our problem along the following line. The horizontal stratification of Lancashire had defects, but it worked well enough till it met a new and terrible instrument of attack. Like the German army, it was splendid till it met tanks. The new attack came from the East. At first we thought the piercing

sharpness of its thrust came solely from low wages. Low the wages certainly are, but there are disadvantages in other directions that largely discount them. The deadly sting of the attack appears to come partly from mass production, but mainly from another thing rarely talked of—mass sale.

The word "mass" appears repeatedly in the argument now beginning, so that I wish to define it. The cotton trade was put on mass production a century ago when the great discoveries were made and applied. A spinning mill balanced at 32s. and run round its point of balance, a weaving shed with a rectangle of 2,000 looms driven off one engine and making a small variety of analogous cloths—both these are superb instances of mass production. The further economies possible by putting the entire mill on one cloth, are not great. But the moment we pass to mass finishing startling economies come into sight. And, lastly, in mass sale—i.e., the reorganization of the entire process of wholesale distribution—most aluable savings can be made. When mass finishing combines with mass sale the effect on price is arresting.

Ships and Canoes

There are two main ways of selling goods. The first creeps humbly to its market and says "Please tell me what you want and let me quote for it." The other walks boldly in and says "This is what we make. Isn't it splendid? Buy it!" The first is Manchester's traditional method. Who has been more sedulous, more servile in "giving the customer what he wants?" We are not perhaps as abject as the big-store owner who proclaims "The customer is always in the right and cannot possibly be wrong," but we come near it. No

(Continued on Page 48)



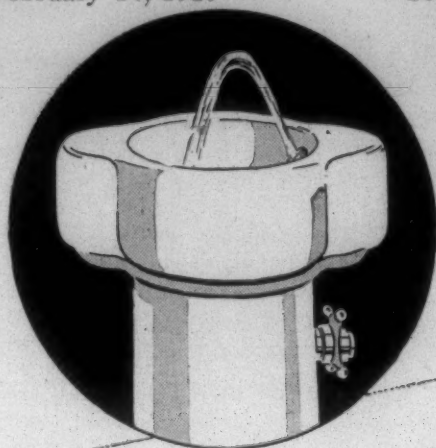
Heddle-wise means Profit-wise!

The Superintendents and Boss Weavers
of the "Prosperous Mills" are
"Wise" to the Use of the *Proper
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the Reason they are such
Staunch Supporters of the
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Frames, etc. Manufactured
by the

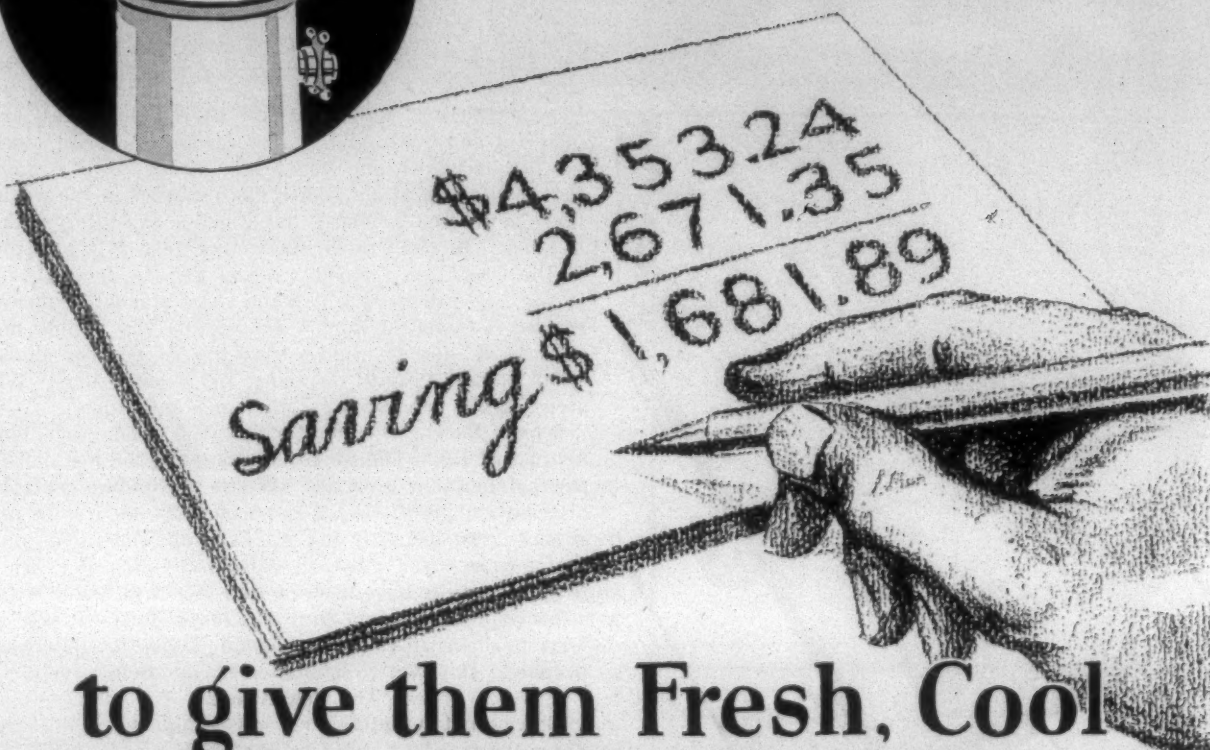
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It Costs Less---



to give them Fresh, Cool DRINKING WATER

ACTUAL experience has proved that a circulating refrigerated drinking water system for mill workers can be operated at less cost than the old, unsanitary, "bucket and dipper" or ice water tanks. This has been demonstrated in at least nine prominent textile mills, where the lines and tanks are insulated with Armstrong's Cork Covering. In all, the saving and increased efficiency and satisfaction have been sufficient to pay for the circulating system in a very short time.

Armstrong's Cork Covering plays a vital part in the economical operation of circu-

lating systems. By keeping the "line loss" low and constant, the temperature rise can be held under 5 degrees, even on circuits as long as 2500 feet. Employees are thus able to get a refreshing drink of good water near at hand. It is never warm, nor, just as important, never too cold.

Two Nielsen Surveys giving comparative cost of operating the new and the old systems in the nine mills mentioned above are available on request. Address the Armstrong Cork & Insulation Company, 134 Twenty-third Street, Pittsburgh, Pa.; McGill Building, Montreal; 11 Brant Street, Toronto 2.

Armstrong's Cork Covering

For Cold Lines, Coolers and Tanks



ROVING CANS • TRUCKS • BARRELS • BOXES • TRAYS

Leatheroid REG. U.S. PAT. OFF. **RECEPTACLES Stand Abuse**

Write for Catalog

**ROGERS FIBRE
COMPANY**

**Spartanburg
South Carolina**



"What's Wrong With Cotton Manufacturing?"

(Continued from Page 46)

large-scale production is possible on this route. Men's bodies are one size, but your shirtings must be 24-in. wide for Sweden, and 32-in. for England, and 36-in. for the States. Why? "The customer wants it." And every order demands a different weight, finish, construction. For between the mill and the human body stand two ranks of particularists, firstly the Manchester shippers and secondly their customers overseas, each anxious to force some note of individuality on their purchases. So threads are altered and counts are chopped and changed till fifty variants of print cloth are peddled down one Manchester street. How strange that in the largest and oldest cloth market in the world there is not one standard that a maker can safely make to stock! In the United States there are fifty as fixed as the Great North Road. Across Europe, from Calais to the edges of Russia, run the same standard fabrics; so that a buyer in Zurich can merely say "Quote me your 20-20," and get replies from the Vosges, Barcelona, Milan, Rouen, Prague, Germany, and a dozen more. We alone paddle canoes while other men sail ships.

Why? Because distribution controls production. The instinct of the producer is homogeneity; the instinct of the distributor is diversity. Where production controls distribution production is homogeneous, or tries to be. Where Ford not only makes cars but sells them, you get one car. Had Ford depended on Manchester shippers he would have needed two hundred, each with different mudguards. In the United States I saw a weaving shed with 11,500 looms on one cloth. How was it done? The owner distributed his goods himself.

The New Attack

This is not an attack on our shippers. It merely states the fact that only producers will ever be interested in simplifying production. Regarded as an instrument of diversity, the Manchester shippers may well claim to be excellent. Let any man who knows their work think what it means—the decades of experience, the diversity, the swift response to stimulus, the elasticity, the alertness, the clotted detail faithfully unravelled and accurately-reassembled, the knowledge of languages, tariffs, politics, shipping, insurance, credit, banking, currency, the personal contacts maintained with hundreds of exacting customers thousands of miles away. Can anything defeat this prodigy? No, nothing—except a tank.

And it is a tank that it has met. I have come to the heart of my argument. A new and terrible instrument of attack has appeared in the hands of our rivals. Mass production in Japan has combined with mass finishing, and the product is marketed by mass sale. Other races will follow: the old ways are gone. Strong as is our present merchant system by flexibility and adroitness to face any other attack, I do not think it can meet the brute crunch of the mass method. The old staple fabrics have become the battlefield of races. The East will seize them, and the West will snatch them back, and the East will come again. They bring not peace but a sword. Can our merchants be left to fight alone on this field? I do not think so.

How to Meet It

May I invite the shipper to put the case to himself as follows?

"The great staples have been attacked by mass methods and can only be defended by mass methods. Large

capital is needed to handle them, and the return to be expected is not high. But bulk orders are enormously important to Lancashire, for our people live on them. It is useless to urge all the trade to go on to fancies. There are not enough. Certain spindles, 20,000,000 at least, certain looms, 250,000 at least, must make staples or stand. Then let us trim our sails to the East wind.

"First of all, how do I stand myself? My position, obviously, is secure. I trade in staples, fine goods, specialties, novelties, and fancies. This mixed team pulls my wagon along. No one can throw me out of it, for I alone have the intricate knowledge which is power; the trade-marks are mine, the connections, the experience. I am necessary, and if the makers try to replace me they can only reproduce me, with much labor and after many mistakes. And just because I draw revenue from such a mixed bag of products I am peculiarly well placed for cutting my overhead excessively fine on big staple lines, provided one obstacle is removed—the risk.

"Then let me receive some contribution towards my overhead and take a quarter of the risk, an eighth, a twelfth, and let the producers take the rest. As for capital, they certainly have no plethora of it today, but when sound goods are headed for the markets where they sell, the bankers need not be unkind."

VI.—How to Free the Giant

This series of articles has been inspired by a monstrous ambition. It has the hardihood to seek to convince everyone of what I am so furiously convinced myself—namely, that the causes of Lancashire's trouble are known, and that we can now begin to feel our way out. In thinking of our problem let us dismiss spinning from our minds. Granted that there are holes in Oldham's teeth, and that a little dentistry is needed here and there among the cards and speeds. Granted that some old mills should be broken up, and a number more put away for a time in vaseline. But take the rest and the best, polish them till they shine with efficiency, run them as they should be run, and you can know with certainty that you have an equipment second to none in the world. It is not spinning that ails Lancashire.

What ails us is that our internal costs rose at the very moment we were attacked by cheap labor and mass methods abroad. It was the two at once that came so hard. Either alone we could have met. Together they were frightful.

And yet, in spite of them both, in spite of all the blows that fate has rained upon us, we still do half the world's trade in exported cotton. Does not this show with what amazing force the heart of Lancashire still beats? Beset before and behind, the old lion still holds half a world under his paw. With what a royal gait the beast will stride if only we strike his chain away.

Before we strike we must see clearly where. Stand in front of the problem and say of it: it is an Eastern problem. So it is for our great losses are in the East. Cheap stuff has attacked good stuff, and our retort must be to make good stuff cheap. Say of it: it is a labor problem. So it is, for cheap labor has attacked skilled, and our reply must be to bring skill to its own. Say of it: it is a production problem. So it is, for cheap labor has attacked skilled, and our reply must be to bring skill to its own. Say of it: it is a production problem. So it is, for our staples can be victoriously cheapened if we all pull together. Say of it: it is a distribution problem. So it is, for the risks must be

(Continued on Page 52)

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Use the UNIVERSAL STANDARD PRODUCTS, which insure you against interruptions and delays in your work.

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Use OUR SPECIAL TEMPERED NARROW TRAVELERS.

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Rayon News Notes

American Chatillon May Enlarge Plant

Rome, Ga.—Plans are said to be under way for the doubling of the capacity of the rayon plant which the American Chatillon Corporation is erecting here. It is said that this will take place in 1930.

Work has advanced so rapidly owing to the splendid weather that operation of the plant will be started by the company early in March, it was stated here.

American Glanzstoff Production

American Glanzstoff Corporation's production for 1929 probably will reach 5,000,000 pounds, about 25 per cent more than the original planned production, according to Beveridge C. Dunlop, vice-president.

Improvements in production methods and the efficient use of space at the plant at Elizabethton, Tenn., on account for the increase, it is said.

When the plans were made for the first unit it was laid out for 4,000,000 pounds, it being expected that the next three units would also be of the same size. It is likely now that the second unit on which work will start shortly will also produce at least 5,000,000 pounds yearly. While work will start on the second unit this spring, it is not expected that the plant will be in operation this year.

"Celta" Gets Favorable Reception

Du Pont Rayon Company, Inc., owners of American sales and manufacturing rights for "Celta" rayon yarns, has reported a very satisfactory reaction on the part of the trade to this new type of rayon. The company is now carrying a stock of 100 denier and 150 denier "Celta" priced at \$2.25 and \$1.75 per pound respectively.

Several manufacturers who have had the opportunity of experimenting with "Celta" in the last few weeks are showing an increasing enthusiasm in its possibilities for certain types of fabrics. It is meeting with particular favor among manufacturers of silks, crepes, georgettes, taffetas and pile fabrics.

Celta rayon, now produced abroad and sold here by Du Pont, has an unusual characteristic in the structure of the fiber which results in softness and flexibility plus a 15 per cent to 20 per cent greater coverage as compared with other types of rayon in similar counts. Celta fibers are produced slightly flattened and with small central air cavities which lend to the fabric light weight, superior appearance and a splendid "hand."

Du Pont Rayon Company, Incorporated, has also announced that Frank A. Kennedy formerly in charge of their Greenville, S. C., branch office, has been transferred to New York and is calling on the trade in the interests of Celta with headquarters in the general offices of the company at 2 Park Avenue.

Tubize To New Quarters

Tubize Artificial Silk Company of America, Inc., will be located in its new offices on the eighteenth floor of 2 Park Avenue, New York.

Stress Style Importance of Cotton Fabrics

New plans for presenting the style importance of cotton fabrics have been announced by Walker D. Hines, president of the Cotton-Textile Institute, Inc.

This program, formulated and sponsored by the Institute, will be the first of its kind ever undertaken by the industry in a cooperative way. Effective immediately it will include the following features:

1. Advertising.
2. Trade activities, with particular reference to
Garment manufacturers,
Wholesalers,
Retail merchants.
3. Periodic style digest.
4. Sampling service.
5. Market surveys.
6. Field service.

One of the first objects will be to present current acceptance of styled cottons in advertising and by means of other services to the wholesale and cutting-up trade and to retail merchants as influential groups directly concerned with creating and meeting a demand for styled fabrics. In cooperation with these groups educational activities will be developed with stylists and fashion leaders in presenting other style developments in cotton to consumers and the trade.

It is planned to maintain close relations with important fashion centers in this country and abroad make this information available to the industry and the public as a further means of increasing the widespread interest in cotton fabrics. A swatching service showing samples of selected fabrics will also be provided for the convenient assistance of the trade.

Activities as outlined will be broad enough to include the presentation of those cotton fabrics especially designed for women's and children's wearing apparel and fabrics used in interior decoration.

Cooperating with members of the Institute are selling agents, finishers, converters and other groups directly and indirectly interested in styled goods and cottons as a whole. Batten, Barton, Durstine & Osborne, Inc., will be in charge of the advertising. The first advertisements are scheduled for publication during the week of February 4, 1929. The Style Digest will follow immediately thereafter.

A New National Fast Blue

National Diazine Blue 4RL Conc. is a developed dye just recently placed on the market by the National Aniline & Chemical Company, Inc. With National Developer B it produces reddish-blue shades characterized by excellent fastness to water, sea water, perspiration, organic acids and rubbing, and good fastness to light, washing and alkali. It possesses good solubility and is well adapted for application in machines made of monel metal and copper; with caution it may be used in the presence of iron also.

This new dye will find its greatest application in the production of navy blues on cotton, rayon and silk. On rayon a somewhat redder shade is obtained than on cotton, but the fastness is in no way inferior. Its fastness to light, water and washing on silk is such as to recommend it for tub silks.

Excellent dischargeability with hydrosulfite, together with suitability for use in combination with any of the other dyes of this class, makes National Diazine Blue 4RL Conc. a valuable product for the printing trade.

B. S. Roy & Son Co. ESTABLISHED 1868 Textile Grinding Machinery Worcester, Mass., U.S.A.

Roy Card Grinders are accepted generally as the standard of perfection. You can be certain that your cards will always be in efficient condition if you are equipped with Roy Grinders.

When the founder of B. S. Roy & Son Co., invented the Traverse Card Grinder, the process of card grinding became revolutionized.

Leadership in the manufacture of this pioneer machine has been constantly maintained through improvement in designs that meet every requirement of the American textile industry.

In 1868 B. S. Roy invented the traverse grinder which completely revolutionized card grinding. In the sixty years that have followed ROY GRINDERS have been specified for accuracy and long life under hard usage.



ROY GRINDERS are
Standard Equipment
in Textile Mills
Everywhere

LEADERSHIP

Quality, both in raw material and workmanship, has placed BARBER Spinning and Twisting Tapes to the forefront. Add to this the "knowing how" of many years' experience and the determination to maintain our own high standards. For ultimate satisfaction specify BARBER TAPE.

Barber Manufacturing Company
Charlotte, N. C.

MANUFACTURED WEATHER
makes
Every day a good day

Humidification Dehumidification
Heating Ventilation Purification
Drying

Carrier
Engineering Corporation
750 Frelinghuysen Ave. Newark, N. J.
Boston · Buffalo · Chicago · New York · Philadelphia

"What's Wrong With Cotton Manufacturing?"

(Continued from Page 48)

spread and old ways yield to new. Say lastly: correct our mistakes at home; sharpen our attack abroad: two things: we can do them.

Fetching the Staples Back

I have a friend who wishes to form a society. It is to be called the C. T. R., and is to consist of men who are Convinced that the Trade can be Recovered. The membership is unlimited, and there is no entrance fee. But there is a very heavy subscription, to wit, the best a man has of energy, inventiveness, fresh thought, and, above all the will to attack.

There are two things to attack, obstacles at home, difficulties abroad. The obstacles at home will go when Lancashire decides that go they shall, and not before. I appeal to every man in Lancashire to take paper and add up the weights crushed upon our export trade by our domestic policy. Will you do it? Express them on a pound of yarn, or a piece of cloth, or the output of a mill in a week, or a merchant's turnover in a year, or in any way you please. But express them: drag up their leaden weight in your hands: feel their oppression, and then say, and say with intensity, "This shall not go on."

Then turn to our difficulties abroad. How can we sharpen our attack? The lost trade will not come back of itself. We must fetch it. Our exports waver above and below the four thousand million yard line, and six thousand are needed to stop the rickets. At the moment we have a little rise. It will be followed by a little

fall. True improvement will only come when some of the great staples are recovered. How can we get them back?

Here is a way. Let three men come together—a spinner-manufacturer whose plant is in order, a finisher who does not wear a ring, and a shipper who faces reality.

"Turn in Nearer the Enemy"

First contribution, from the merchant: a description of the trade he has in mind, its volume, its direction, the qualities needed in the fabric, and the price necessary to success.

Second contribution, from the spinner-manufacturer: a study of that fabric to the last fibre, with ingenious variants and patterns exhibiting them, with adroit modifications that lower price without lowering quality, with tabled costs from bale to piece.

Third contribution, from the finisher: tabled costs of what that fabric could be finished at in a plant entirely devoted to it on full time.

Fourth contribution, from the merchant: a study of packing and freight, reorganization of the entire route of distribution, ruthless shearing away of everything that ingenuity can omit.

Fifth contribution, from all: the determination to work at the cost levels indicated, and to persist, and to lower costs yet farther by further study, and to persist, and to persist. Does sale slacken? Slow down, but keep the cloth on the market, and come again. Vary the slant of the attack. Break out in fresh places. Draw back to spring farther.

There is a glorious story told of Jutland. Our battle cruisers were engaged at long range. Three of our

Ashworth Brothers, Inc.

Tempered and Side Ground Card Clothing

TOPS RECLOTHED

LICKERINS REWOUND

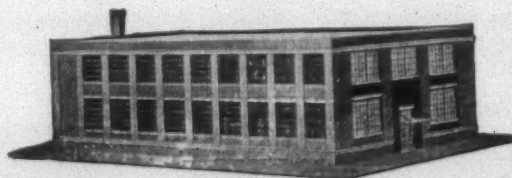
COTTON MILL MACHINERY REPAIRED

For Prompt Service send your Top Flats to be reclothed and your Lickerins to be rewound to our nearest factory. We use our own special point hardened lickerin wire.

Graham and Palmer Sts., Charlotte, N. C.

44-A Norwood Place, Greenville, S. C. 127 Central Ave., Atlanta, Ga.

Texas Mill Supply Co., Inc., Texas Representative, Dallas, Texas



**ALL American Bobbins Are Inspected and Tested Before They Leave Our Plant.
That's the Reason for Their INVARIABLE Accuracy and True Running**

ROLLS

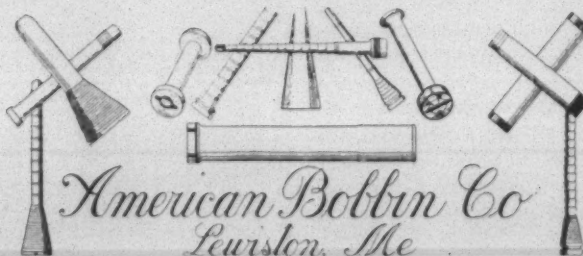
UNDERCLEARER
FOSTER WINDER

SPOOLS

TWISTER
METAL PROTECTED

ENAMELED BOBBINS
OF ALL KINDS

CONES AND BUTTS



American Bobbin Co
Lewiston, Me

BOBBINS

MULTIPLE HOLE
FEELER
SLUBBERS
INTERMEDIATE
WARP
TWISTER
SPEEDER
FILLING
FLAX AND JUTE
METAL PROTECTED
DUCK FILLING
UNIVERSAL WINDERS
WOOL FILLING
WOOL WARP
RAYON

Bobbin and Spool Manufacturers

We Are Specialists in Manufacturing Automatic Loom and Rayon Bobbins of All Types

ships, one after the other, struck by terrific salvoes, exploded and sank. As the third disappeared Beattie said, "There seems to be something the matter with our damned boats today. Turn in nearer the enemy."

There seems to be something the matter with our cotton trade today. Shall we give the same order? Business is a blend of caution and daring—shall we be more daring? Have we promising young men whom we mean to promote in ten years? Promote them now! Have we been out to our markets this year? Let us go now. No! Let us send them, and with power. "Brown in Mosley Street is shipping this; Smith in Portland Street that: we ought to get up something against them." No, no! What is Milan shipping? What has Osaka sent? Get up something against that! How is Lancashire helped by our taking the trade from the man we played golf with on Saturday!

Trooping the Colors

This article began with a review of hostile factors. Shall we review our own troops? It is inspiring to see them. Here they come, an army with banners.

1. The best workpeople in the world.
2. The assembly in one area and on a grand scale of all the parts of industry—mines, forges, engineering works, machine shops, mills, finishing works.
3. A prodigal variety and variation of yarns, cloths, processes, all available to all at instant notice.
4. An ancient skill in every part of the trade, and a quick fertility in invention.
5. Good water to bleach, good water to dye, and men who can use it.
6. An immense experience of affairs in every market at home and abroad.

The best name in the world for straight dealing.

Would I exchange these seven for all the advantages of all our rivals in one heap? I would not! Do we realize enough what a giant in strength Lancashire is? Can we not snatch ourselves in spirit on to some peak in the hills and look back on the huge recumbent figure, son of Anak, lying there below us, in chains?

Strike off those chains!

English Marketing Methods

Francis W. Goodenough, the chairman of the Government committee on education for salesmanship, has been elected president of the British Export Society for the ensuing year in succession to Lord Meston. Mr. Goodenough is known to be engaged at present in a close study of British marketing methods abroad.

Addressing the Society on taking the presidential chair, Mr. Goodenough said: "Through the courtesy and eager co-operation of my friend Sir Seward Crowe, the very able new Comptroller of the Department of Overseas Trade, I am in process of receiving from our commercial secretaries all over the world their considered views on British salesmanship abroad, and the one hopeful thought to be gathered from them is this: If we can sell \$350,000,000 worth of goods in the world's markets as we at present employ, what could we not do if our methods were all they should and might be? But that is a thought we can only afford to cherish provided we instantly set about putting our selling machine in order. For the facts are that to an extent not pleasant to contemplate business is going from us to our competitors that we ought to be holding, and new business is going past us to them that we ought to be securing."—Manchester Commercial.

CLINTON STARCHES

FOR ALL TEXTILE PURPOSES

Manufactured by

CLINTON CORN SYRUP REFINING
COMPANY

CLINTON, IOWA

QUALITY

SERVICE



REG. U. S. PAT. OFF.

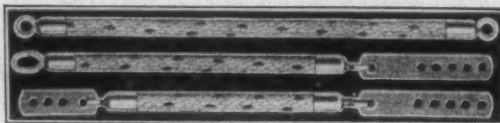
ROLLER CALF

R. NEUMANN & CO.

Hoboken, N. J.

Direct Factory Representatives in the South
SOUTHERN TEXTILE SPECIALTY CO., Greenville, S. C.

Loom Cords a Specialty



We Also Manufacture

The Improved Dobby Bars and Pegs

Rice Dobby Chain Company

Millbury

:-:

Mass.

Investigate These Processing Oils

Dyersol 35

A dyeing oil for leveling
and softening

Neutrayon Special

For oiling rayon for
knitting or weaving

Neutrasol S

For soaking raw silk or
rayon, all purposes, self
emulsifying

Gycolene A

For sizing rayons

Southern Representative

WALTER M. FAILOR

Box 989—Charlotte, N. C.

Neutrasol Products Corp.

41 Park Row

New York, N. Y.

SELLING AGENTS *for* SOUTHERN COTTON GOODS

Deering, Milliken & Co.,

Incorporated

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W. H. LANGLEY & CO.

COMMISSION MERCHANTS

320 Broadway, New York City

Sole Selling Agents for

Langley Mills, Seminole Mills, Aiken Mills, Anderson Cotton Mills, Strickland Cotton Mills, Moultrie Cotton Mills, Poulton Cotton Mills

WOODWARD, BALDWIN & CO.

Established 1828

43 and 45 WORTH STREET, NEW YORK

Selling Agents For

SOUTHERN COTTON MILLS

Baltimore Philadelphia Boston St. Joseph
St. Louis San Francisco Chicago Shanghai (China)
St. Paul Cincinnati Minneapolis

Wellington, Sears & Company

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Philadelphia

Chicago

St. Louis

Dallas

Atlanta

New Orleans

San Francisco

Amory, Browne & Co.

Specializing in Selling Cotton Mill Products

BOSTON, 48 Franklin St.

62 Worth St., NEW YORK

Our Export Department Serves 69 Foreign Countries

CURRAN & BARRY

320 Broadway

New York, N. Y.

COTTON GOODS

New York.—Trading in cotton goods continued quiet last week. The easing tendency in the cotton market was reflected in somewhat lower prices on gray goods, quotations on print cloths and sheetings being softer. Before the week ended the demand has quickened to some extent and prices were firmer. The total sales volume was regarded as below current production.

The report of the Cotton Textile Merchants Association on sales and production for the month of January showed that shipments were approximately equal to production during the five weeks period. Sales were placed at 92.5 per cent of production. Stocks on hand were 0.7 per cent lower than the preceding month, while unfilled orders were 6 per cent less. These figures are expected to receive close attention in the trade, with further curtailment forecast unless the demand quickens.

Business in print wash fabrics has continued as the most active feature of the trading and printers are still busy in delivering new design and colors that sell readily. The Cotton Textile Institute has launched a national campaign of publicity on styles in cotton dress goods and with the ultimate purpose of popularizing cottons in every field. There is a moderate amount of business being done in colored sheets, pillow cases, rayon and cotton bedspreads and in fancy towels. The demand has been largely of a filling-in character for the spring trade, buyers being unwilling to make long commitments under present conditions.

The fancy flannel business has been of fair volume but buying in solid color and white lines has been generally light for future delivery. Cotton duck rules quiet with stocks substantially less than a year ago. Further purchases are reported in the automobile industry for upholstery purposes chiefly. Colored cottons have been doing better than other lines.

Cotton goods prices were quoted as follows:

Print cloths, 28-inch, 64x60s	6½
Print cloths, 27-inch, 64x60s	5½
Gray goods, 38½-inch, 64x60s	7½
Gray goods, 39-inch, 68x72s	8½
Gray goods, 39-inch, 80x80s	10½
Dress gingham	12½a15
Brown sheetings, 3-yard	11½
Brown sheetings, 4-yard, 56x60s	9½
Brown sheetings, standard	12¾
Tickings, 8-ounce	21½a23
Denims	17½

Constructive Selling Agents for

Southern Cotton Mills

J. P. STEVENS & CO., Inc.

57 Worth St.

New York City

YARN MARKET

Philadelphia, Pa.—It was a very unsatisfactory week in the yarn market. Demand was slow and sales were generally small. Further weakness in yarn prices was noted, some numbers declining half a cent or more. Inquiry for weaving yarns continued very good, but was slow in developing into actual business. Reports indicated that all sales were made on a very competitive basis and that buyers were shopping the market for the small orders they were interested in. The trend of cotton prices had been an unfavorably factor, causing more hesitancy on the part of buyers. A slightly better situation was evident as the week closed.

Combed yarns, which became higher and firmer two weeks ago, have showed no decline in price. The lower cotton market has not affected prices combed spinners must pay for suitable cotton, prices on the latter having continued very firm. The amount of the new combed yarn business handled lately has been small. Most Southern spinners have a fairly good volume of orders on hand and are not carrying large stocks.

In carded yarns, the weaving numbers continued slightly more active than knitting yarns. Most mills on knitting yarns have sold very little new business in the past several weeks. The increased inquiry for weaving yarns would indicate that there is a large volume of business pending that ought to come into sight within the next few weeks.

Southern Single Warps.		Southern Two-Ply Combed Peeler.	
8s	32½	8s	43
10s	33	20s	45
12s	33½	30s	47
14s	34	38s	47
16s	34½	38s	52
20s	36½	40s	52
24s	38	56s	56
30s	40½	60s	60
30s	40½	70s	72
40s	49	80s	83
Southern Single Skeins.		Carpet and Upholstery Yarns in Skeins.	
10s	32½	8s to 9s 3-4-ply tinged tubes	30½
12s	32½	8s 3-ply hard white warp twist	32
14s	33½	10s and 12s 3 and 4-ply hard white yarn tubes and skeins	33
16s	34½	Same warps	33½
22s	36½		
24s	37½		
26s	38½		
30s	39½		
40s	46		
Southern Two-Ply Skeins.		Southern Two-Ply Hard Twist Combed Peeler Weaving Yarns.	
4s-8s	33	8s-12s	44
10s	33½	20s	46
12s	34	30s	50
14s	34½	36s	53
16s	35	38s	56
20s	37	40s	55
24s	38½	50s	58
26s	39	60s	63
30s	41	70s	75
40s	48	80s	85
50s	48		
Southern Frame Spun Carded Yarn on Cones—Cotton Hosiery Yarns.		Southern Combed Peeler Single Yarn on Cones.	
8s	31½	10s	41
10s	32	12s	41½
12s	32½	14s	42
14s	33	16s	42½
16s	33	22s	44
18s	34	24s	46
20s	34½	26s	46½
22s	35½	28s	47
24s	36½	38s	51
26s	37½	40s	52
30s	39½	50s	57
40s	47	60s	62
Two-Ply Mercerized Yarn.		70s	72
20s	60		
26s	62		
50s	75		
60s	83		
80s	1.07		
90s	1.45		
		Southern Two-Ply Warps.	
		8s	33
		14s	34½
		24s	39½

CATLIN YARN COMPANY

NEW YORK BOSTON PHILADELPHIA CHICAGO

Commission Merchants

Cotton Yarn

SOUTHERN OFFICE:

1017 Commercial Bank Bldg.

CHARLOTTE, N. C.

WENTWORTH Double Duty Travelers

Last Longer, Make Stronger Yarn. Run Clear. Preserve the SPINNING RING. The greatest improvement entering the spinning room since the advent of the HIGH SPEED SPINDLE.

Manufactured only by the

National Ring Traveler Co.

Providence, R. I.

31 W. First Street, Charlotte, N. C.



Reg. U. S. P. O.

RIDLEY WATTS & Co.

Commission

Merchants

NEW YORK

SAN FRANCISCO

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CHICAGO

BOSTON

BALTIMORE

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BARBER-COLMAN
AUTOMATIC SPOOLERS
HIGH SPEED WARPERS
WARP TYING MACHINES
WARP DRAWING MACHINES
HAND KNOTTERS
BARBER-COLMAN COMPANY

General Offices and Plant

MASS. ROCKFORD, ILL. U. S. A.

G. H. B. & Co.

DARY TRAVELERS

If it's a DARY Ring Traveler, you can depend on it that the high quality is guaranteed—that the weight and circle is always correct, and that all are uniformly tempered which insures even running, spinning or twisting.

Ask for Prices

DARY RING TRAVELER COMPANY

311 Somerset Ave. Fred H. Dary, Mgr. Taunton, Mass.
JOHN E. HUMPHRIES Sou. Agents CHAS. L. ASHLEY
Greenville, S. C. Atlanta, Ga.



CLASSIFIED ADS.

Attention Salesmen!

We are a Chemical Research organization and Manufacturers of a complete line of high grade chemical specialties that are used in dyeing, bleaching, finishing; and the weaving of cotton, rayon, silk, and wool fabrics.

Our products are of distinctive merit and recognized as such. We are interested in improving our representation in the Southern States and offer to the right man a splendid opportunity and exceedingly profitable connection.

Only those seeking a permanent connection and of proven sales ability need apply.

Applications from manufacturers' sales agents, with lines in similar fields, will be considered.

All correspondence will be treated in strict confidence.

Address Sales Representative, care Southern Textile Bulletin.

Wanted

Overseer spinning, colored work. If possible apply in person. If by letter give reference and full information in first letter. Pilot Cotton Mill, Raleigh, N. C.

Attention Cotton Mill Men

Call us for Superintendents, Assistant Superintendents, Efficiency Men, Dyers, Designers, Overseers all departments, Master Mechanics, Office Managers, Cost Accountants, Bookkeepers, male and female Stenographers. No charge to you for our service. Commercial Employment Agency, Greenville, S. C.

For Sale

On account of installing Barber-Colman machinery, we offer 4x5 plain and Boynton type spools, 24x54" section beams, Foster No. 32 spooler tensions. All of this equipment is in good condition and will be sold at reasonable prices. Address Equipment, care Southern Textile Bulletin.

Wanted

Additional specialty lines for cotton mills in N. C., S. C., Ga., and Ala., by mill concern acquainted with mills for many years. Traveling these States constantly. Address B. P. M., care Southern Textile Bulletin.

Electrician Available

Competent, practical and technical. Capable of handling construction, maintenance, and all repairs. Wants position with large industrial plant anywhere in South. Address Electrician, care Southern Textile Bulletin.

RODNEY HUNT

**Textile Wet Finishing Machinery
Water Power Equipment
Rolls—Wood, Metal, Rubber**

RODNEY HUNT MACHINE COMPANY
53 MILL STREET ORANGE, MASS.

THE RIGHT WAY TO TRAVEL
is by train. The safest. Most comfortable. Most reliable. Costs less. Inquire of Ticket Agents regarding greatly reduced fares for short trips.
SOUTHERN RAILWAY SYSTEM

For Sale

16—8x3½ Saco-Lowell Speeders, 160 spindles each, used one year, 1919 model.
2—Saco-Lowell Spinning Frames, 2" ring, 3¼" gauge, tape drive, 1922 model, 276 spindles each.
2—Whitin Spinning Frames, 2" ring, 3¼" gauge, tape drive, 1921 model, 276 spindles each.
1—Card Flat Grinder, excellent condition.
15—Saco-Lowell Spoolers, 120 spindles, 1923 and 1925 model, 5 never used. 20,000 Lestershire Spools, practically new.
4—Saco-Lowell Twisters, 2 or 2½" ring, 3¼" gauge, 208 spindles each, tape drive, 1916 model, used 5 years. Excellent condition.
Charlotte Textile Machinery Co.
Tel. Hem. 8014-W. Charlotte, N. C.

For Sale

100 No. 50 Universal Cone or Tube Winders, six or twelve spindles, motor or belt drive, shipped guaranteed and terms 30 days net.
Charlotte Textile Machinery Co.
P. O. Box 483 Charlotte, N. C.

Wanted

Assistant Designer for rayon fabrics. Address Rayon, care Southern Textile Bulletin, Charlotte, N. C.

Position Wanted

As overseer of cloth and napping room. 24 years' experience on all classes of goods. First-class references. Address J. B. H., care Southern Textile Bulletin.

Superintendent Wanted

For Southern mill manufacturing denims. Our client desires a thoroughly experienced denim manufacturer, a man of good character. Good salary. Charles P. Raymond Service, Inc., 294 Washington St., Boston, Mass.

BULLETIN CLASSIFIED ADS

are read in practically every textile mill in the Southern States. Make your wants and offerings known through this medium. \$3.00 per inch for each insertion.

Set this style type, figure about 40 words to the inch.

Set this style, about 30 words to inch.

Cotton Leads in Household Uses

Washington, D. C.—In spite of a trend toward other textile fibers for some household articles, cotton is still the housewife's choice for a great many furnishings, according to the Bureau of Home Economics of the United States Department of Agriculture. In the course of a study of the changing uses of the various textile fibers in the home, 646 replies were analyzed in respect to the household articles used in 1927 as compared with 1922.

It was found that for certain things, especially things for table use, such as doily sets, luncheon cloths, tablecloths, and table napkins, linen was more popular than cotton. And for blankets and rugs, wool was slightly more popular than cotton or other textile fibers. But in the case of all other household articles the families reported greater use of cotton than any other textile fiber.

Cottons Favored Smaller Cities

The size of the community seems to make some difference in the quantity of certain articles used, and where a choice between linen was possible a greater proportion of linen articles was used by those in towns or cities of 5,000 population or over than in rural communities. The same trend was also found in the case of income groups. With more money to spend, more household furnishings are bought, and the tendency becomes noticeable to buy more linen or silk or rayon than cotton. In the two lowest income groups the use of cotton increased as much or more than the use of silk or linen.

Articles Used More Extensively

Over 10 per cent of the families reporting were using more of the following articles in 1927 than they had five years previous: Cotton bedspreads, cotton and wool blankets, cotton covers of comforters with cotton, wool, and down fillings, cotton mattress covers and pads, cotton and linen luncheon cloths, cotton and linen table napkins, cotton and linen disk towels and face towels, cotton Turkish towels, cotton wash cloths, cotton awnings for porches and windows, cotton bureau scarfs, cotton and linen card-table covers, cotton and wool or worsted rugs, cotton and silk sofa-pillow covers, and cotton and rayon window curtains. Perhaps, says the bureau, this can be taken to indicate that a good many people actually had more and better housefurnishings at the time they replied to the inquiry and that a large number of these articles were made of cotton.

Cotton Notes

J. S. Bache & Co.: "Bullish enthusiasm is noticeably lacking and the market is solely dependent upon support from trade interests, who are inclined to buy sparingly on a scale down. A further sagging in prices, therefore, appears probable."

Manager Garrard of the Staple Cotton Co-operative Association, Greenwood, Miss., is quoted as saying there is a heavy short interest among shippers through June. This applies to staple cotton.

"A great deal of interest is centered just now on Washington, where the problem of farm relief is being discussed. Some believe that should the bill proposing to increase tariff on jute be passed it would be very beneficial to growers of cotton. Just how much difference this would make in consumption of cotton is hard to estimate, but it should be a substantial amount."—Orvis Bros.

Fairchild was quoted as saying: "It is still too early to venture definite predictions, but it is believed the acreage increase will range from 1 to 2 per cent with a possible revision on upside. Report says it is estimated about 20 per cent less commercial fertilizer has been bought by cotton farmers thus far this year, though considerable home mixing is reported. Partly offsetting this is marked effort to secure better seed."

Reports to the Department of Agriculture from the Orient follow:

China.—Conditions continue favorable in the Chinese cotton spinning industry with good local demand for yarn, according to Agricultural Commission Nyhus at Shanghai. The interior continues to absorb the output of the mills, which have enjoyed full operations for almost a year. A few mills in the interior have been closed, due to financial difficulties intensified by taxes and demands by the military element. In general, however, the industry has had a very profitable year.

The excessive stocks of native cotton show no apparent decrease, and the market on that cotton continues weak. Mills are carrying large stocks and only the lack of storage space prevents many mills from buying additional quantities at what is considered low prices. The staple this year is poor and the local industry may be forced to buy Indian or American cotton for yarn or more than sixteen count. At current quotations Indian cotton is more attractive than American low grades.

Japan.—There are indications of continued improvement in the Japanese consumption of cotton and in cotton yarn output, according to Consul Dickover at Kobe. It is anticipated that the present order curtailing mill output by 23 per cent will be removed during the first half of 1929, when the mills adopt shorter working hours in accordance with the Geneva Convention. The shorter working hours would reduce output by 8 or 9 per cent, but this would be more than offset by the removal of curtailment and by an increase of about 9 per cent in spindles during 1928. Activity of Japanese cotton mills in December was higher than in November and the corresponding month of 1927. Stocks of cotton and yarn were well below those of the previous year.

It Costs Less TO Travel by Train

The Safest, Most Economical, Most Reliable Way
TWO-DAY LIMIT round trip tickets on sale daily at **ONE and ONE-THIRD (1 1-3) FARES** for the round trip between all points within a radius of 150 miles.

SIX-DAY LIMIT round trip tickets on sale daily at **ONE and ONE-HALF (1 1/2) FARES** for the round trip between all points within a radius of 150 miles.

FARES FROM

Charlotte

NORTH CAROLINA

To	One Way Fare	Round Trip "Two-Day Limit"	Round Trip "Six-Day Limit"
Barber, N. C.	\$1.56	\$2.10	\$2.35
Blacksburg, S. C.	1.67	2.25	2.55
Chester, S. C.	1.60	2.15	2.40
Columbia, S. C.	3.90	5.20	5.85
Danville, Va.	5.12	6.85	7.70
Gastonia, N. C.	.78	1.05	1.20
Greenville, S. C.	3.84	5.15	5.80
Greensboro, N. C.	3.38	4.55	5.10
High Point, N. C.	2.84	3.80	4.30
Hickory, N. C.	2.74	3.70	4.15
Mooreville, N. C.	1.02	1.40	1.55
Rock Hill, S. C.	.90	1.20	1.35
Salisbury, N. C.	1.59	2.15	2.40
Seneca, S. C.	5.22	7.00	7.85
Shelby, N. C.	1.91	2.55	2.90
Spartanburg, S. C.	2.70	3.60	4.05
Statesville, N. C.	1.59	2.15	2.40
Winston-Salem, N. C.	3.00	4.00	4.50

To all other stations within 150 miles from Charlotte, on the same basis.

Also 10-trip, 20-trip and 30-trip low fare tickets, between stations 200 miles apart, good 6 months.

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J. E. SIRRINE & COMPANY Engineers

Textile Mills; Hydro-Electric Developments; Tobacco Products Plants, Cotton, Tobacco and General Warehousing; Industrial Housing; Steam Power Plants; Steam Utilization.

General Offices:

Greenville,

South Carolina



EMPLOYMENT BUREAU

The fee for joining our employment bureau for three months is \$2.00 which will also cover the cost of carrying a small advertisement for two weeks.

If the applicant is a subscriber to the Southern Textile Bulletin and his subscription is paid up to the date of his joining the employment bureau the above fee is only \$1.00.

During the three month's membership we send the applicant notices of all vacancies in the position which he desires and carry small advertisements for two weeks.

WANT position as overseer carding, or carding and spinning. Experienced and practical. Will go anywhere. No. 5567.

WANT position as superintendent, or as overseer carding and spinning. Now employed, don't have to move, but need and want bigger job. Best references. No. 5568.

WANT position as overseer and designer, plain or dobby work. Was two years at Cascade Mills, Mooresville, N. C., and two years with Union Mills, Union, S. C. References—those for whom I've work. No. 5569.

WANT position as superintendent, or assistant superintendent. Age 28, Graduate N. C. State College. Several years experience—two years superintendent of two mills on dobby work and fine yarns. Best of references. No. 5570.

WANT position as overseer weaving, or as second hand in large mill. 10 years experience on sail duck; I. C. S. course on cotton manufacturing, yarn and cloth calculations—dobbles, leno weaves, etc. Will make good. No. 5571.

WANT position as superintendent, or as overseer carding or spinning, or both. 15 years experience. Best references. No. 5572.

WANT position as overseer weaving. Experienced and can give satisfaction. No. 5573.

WANT position as superintendent or as carder and spinner, in mill to ten to fifteen thousand spindles. Age 32. Now employed but wish to change. Prefer North Carolina. No. 5574.

WANT position as superintendent or as overseer carding and spinning. Age 37; 13 years a overseer with one company. Married. All I ask is a opportunity to demonstrate my ability. A-1 references. No. 5575.

WANT position as overseer carding or spinning, or both; want day work. Age 35. Three years in Georgia Tech. and an I. C. S. graduate. Five years experience as overseer. Anywhere in the South. No. 5576.

WANT position as superintendent, fancy weave mill. Expert on Oriental and Axminster rug weaving. 20 years with one company. No. 5577.

WANT position as overseer carding, or as second hand in large mill in good location. On present job six years. Good references. No. 5578.

WANT position where merit wins. General office work, payroll or shipping clerk or assistant superintendent. Age 26, experienced and efficient. Present employers will recommend me. No. 5579.

WANT place as musician in up-to-date mill village. 12 years as band instructor. Am a good weaver and a good barber. Prefer the South. Good references. No. 5580.

WANT position as superintendent, or as carder or spinner, or both carder and spinner in smaller mill. I. C. S. graduate, 22 years experience, serving long term at every place, and making high production. No. 5581.

WANT position as hosiery sewing machine man. Experienced, well qualified and best references. No. 5582.

WANT position as overseer carding. Best of references. No. 5583.

WANT position as superintendent, or as weaver, carder or spinner in large mill. Now superintendent two small mills. Well experienced and can handle yarn or weave mill of plain goods. No. 5584.

WANT position as assistant superintendent, cost and general mill man, or designer. Clemson College graduate, two years experience as cost and general mill man. Best references. No. 5585.

WANT position as overseer cloth room. Seven years' experience on prints, scrim, sateen, shirting and dress goods—warp and filling float—in marquisettes and various dobby goods. Best of references. No. 5586.

WANT position as slasher. Familiar with fancies, warping and long chain beaming. Thirty years experience—16 years overseer. Was six years with Dan River Mills at Schoolfield, Va. Good references. No. 5587.

WANT position as roll coverer. Best of references. No. 5588.

WANT position as overseer weaving. Age 43. Graduate on warp preparation and plain weaving. Four terms vocational training. I. C. S. course in carding, spinning and weave room calculations. Married and the best of references. No. 5589.

WANT position as carder or spinner. Experienced. I. C. S. course in cotton carding and spinning. Best references. No. 5590.

WANT position as overseer plain or fancy weaving, or as designer or assistant designer. Know C. & K. looms, dobby and jacquard weaves. Trained technically in Georgia Tech. Age 34. Not afraid of work. Go anywhere in the South. Best of references. No. 5591.

WANT position as superintendent carded or combed yarn mill. 15 years experience with carded and combed yarns. No. 5592.

WANT position as overseer spinning, white or colored work. Also experienced in silk spooling, warping and winding. Age 32. Worked at Judson and Duncan mills, Greenville, S. C., several years. References, all for whom I've worked. No. 5593.

WANT position as cotton man and shipping clerk. Experienced and well qualified. Have been handling 40,000 bales. No. 5594.

WANT position as overseer carding or spinning, but prefer spinning. Experienced on both white and colored, coarse or fine cottons,—and silk warping and reeling. A Mason, a church man, I. C. S. graduate. Can give the very best of references. No. 5595.

WANT position as overseer cloth room, or as second hand in large mill. Age 42, married, efficient, strictly sober, and familiar with all grades of goods. Best references. No. 5596.

Hosiery Mills

(High Point Enterprise)

CONTRACT has been awarded for the construction of a factory building at a cost of \$150,000 to house a million dollar full-fashioned silk hosiery plant at Durham.

Hosiery mills are rising here and there all over the western half of North Carolina. For many years the State has been a large producer of low-priced hosiery but not only is the investment in the production of that class increasing, but the expensive processes of full-fashioned hosiery making are being developed largely.

What point will mark danger of over-building in the industry in this State?

That is a question that many would like to have answered, but who can answer it? Plenty of capital is available for the further development of hosiery making in this region if the business is to remain profit-bearing as it has been for several years.

The South is especially suited to the manufacture of the lighter commodities. Up to the present time is has devoted its manufacturing interest largely to them. Hosiery is in that class. The South doubtless will dominate in the industry and super-saturation might be expected soon in the industry with new factories rising almost daily if it were not a process of transference from other regions to this. Certainly the Northern end of the business must suffer as the Southern end prospers. Even if the Central Americans are induced to wear socks during the week as well as on Sunday, the supply ultimately will meet the demand and flood the market, if building continues. But the likelihood is that the Southern advantage in economical manufacture will result in the concentration of the industry in the South and the right soon.

CLEMSON SEEKS TEXTILE BUILDING

Columbia, S. C.—A plea for the inclusion in the States appropriation bill on an item of \$246,000 for the provision of a modern textile building at Clemson College was made to the financial committees of the two houses by college officials and citizens representing textile organizations in the State.

Among those heard were Dr. E. W. Sikes, president of the college, Prof. H. H. Williams, head of the textile department, and W. P. Hamrick, prominent mill executive of Columbia.

Starch

400 MILL

500 MILL



FAMOUS N

C. P. SPECIAL

BLUE RIVER CRYSTAL

THESE starches are manufactured by carefully controlled and standardized methods. Purity and uniformity are guaranteed. Economy and efficiency are proved by the constantly increasing number of exacting textile manufacturers who are getting satisfactory results by using our starches especially selected for their conditions.

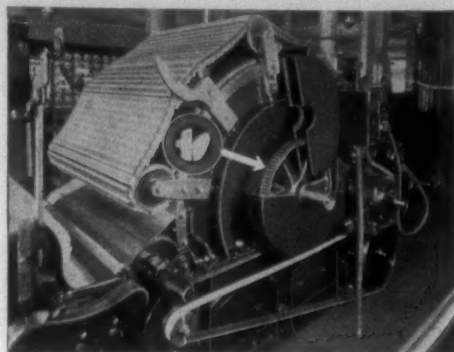
Recommendations are based upon intelligent investigation of each individual problem.

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Morse Silent Chain from motor to card drive

In the better mills

That's where you will find the most efficient production methods and the best equipment. Invariably, you will find Morse Textile Drives doing various power transmission jobs. Their dependability and long life have contributed greatly to the efficient operation of modern mills.

Morse Textile Drives are 98.6% efficient, positive, flexible. Ideals for short centers. Let us show you how they are serving many prominent mills.

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Branches in Principal Cities

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MORSE SILENT CHAIN **DRIVES**



FIG. 20
Oblong Basket

LANE

Patent Steel Frame

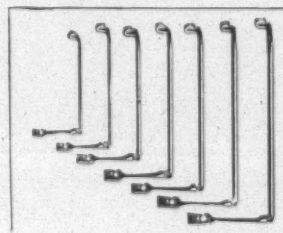
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Built into every Lane product is that inherent quality, strength, a natural result of practical designing and the employment of highest grade raw materials, exclusively.

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Originators and Manufacturers of
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That's why we have satisfied customers as far as 1,000 miles distant.

"Quick Delivery" is our specialty — 98% of our orders are enroute within a week after they are received—the greater portion are shipped in 3 to 4 days.

We carry in stock at all times a large quantity of different size Flyer Pressers. When you need them on short notice, you do not have to sacrifice "quality" for "quick delivery."

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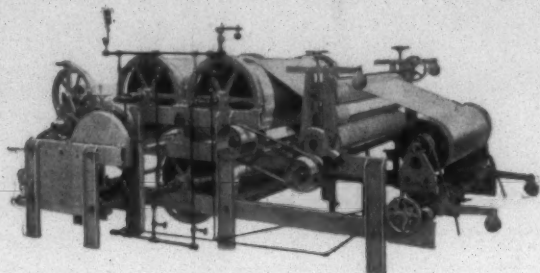
Charlotte, N. C.

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Cotton Mill Machinery

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P. S. MONTY,
Vice-Pres.

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THERE are no frills in the Johnson Warp Sizer; to which Charles B. Johnson has devoted all his specialized knowledge. But for sheer effectiveness and endurance it is the acknowledged world leader.

That is why Johnson machines are found wherever rayon, celanese, or silk has to be sized quickly, efficiently, and safely.

Whether you go "down East" or "down South," to England, or to that birthplace of artificial silk, Continental Europe, you will find an ever increasing number of Johnson Warp Sizers at work—giving an honest dollar's worth—and winning world leadership doing it.

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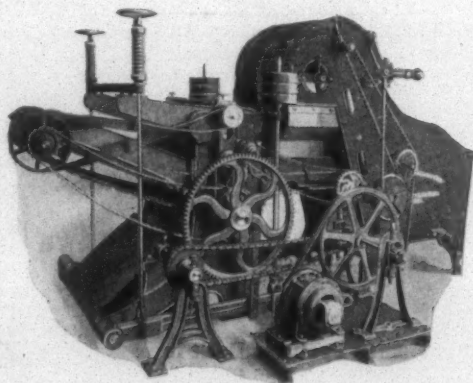
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This apparatus consists of a ruggedly mounted pair of 12" diameter compound lever weighted squeeze rolls, with adjustable feed and doffer aprons, to which bleach or dye liquor saturated cotton or wool is continuously delivered by an Automatic Feed and by which the maximum percentage of such contained liquid is squeezed from the fibres and runs to waste or is recovered as the situation demands.

Why not employ this modern Extractor in your dyehouse?

C. G. SARGENT'S SONS CORP.
Graniteville, Mass.

*Builders of Cotton Stock Drying Machines
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Fred H. White, Southern Representative, Charlotte, N. C.

WHO GETS THE BLAME

for uneven dyeing, streaked goods, and rancid smelling cloth?

All such trouble can be prevented by the use of the

Wyandotte
Quality and Service
Textile Alkalies

for scouring purposes.

Perfect scouring of piece goods results in uniformity of dyeing, and the elimination of streaks.

Moreover, the thorough emulsification of the greases means free rinsing and sweet smelling cloth.

The solubility of these Wyandotte Textile Alkalies, their mild but positive action, is a guarantee of these results.

**Ask your supply man or
write**



The J. B. Ford Co., Sole Mfrs., Wyandotte, Mich.

HOME SECTION SOUTHERN TEXTILE BULLETIN

Edited by "Becky Ann" (Mrs. Ethel Thomas)

CHARLOTTE, N. C., FEBRUARY 14, 1929

News of the Mill Villages

CLIFFSIDE, N. C.

Dear Aunt Becky:

Cliffside is on the boom and we are having to work so much overtime we don't have time to write. We had a nice snow yesterday but it rained last night, so it is about all gone. Don't you love to play snowball? I do.

Mr. Earl Prince left Wednesday afternoon for a few days visit at Fairfax, Ala.; he was accompanied by Mr. Clarence Campbell.

Mr. and Mrs. J. H. Morgan were the dinners guests Sunday, of Mr. and Mrs. W. M. Johnson.

Mr. and Mrs. Ed Prince went to Forest City, Friday night, shopping. Mr. and Mrs. Clarence Bailey spent the weekend with the late's mother, Mrs. Gillespie of near Mooresboro.

Mr. and Mrs. Baxter Beason spent the week-end with Mr. and Mrs. Earnest Bailey.

Mrs. M. C. Simmons has been very sick, but is able to be out again.

The many friends of Mrs. Pink Carpenter, are glad to see him back at home again after a very serious illness.

HUNTSVILLE, ALA.

Merrimack Mills

Dear Aunt Becky:

We still have a few cases of flu, but our two nurses and good doctor are to be commended for their faithful service and work, and thanks to their help and the good Lord, we have had few deaths from this dread malady.

Our textile school has had another successful year and the following will get diplomas on spinning: George Smith, Virgil Davis, and Will Crabtree. A number will get high credit card on their work.

We were sorry to lose Mr. S. A. Clark, who is now overseer spinning, spooling and twisting for Ocoli Spinning Company, at Delano, Tenn.

God has called Mrs. Winkles, age 73, to her eternal home.

Mrs. Lizzie Wheeler, at the age of 94, is in the best of health.

P. H. O'Neal is back on the job, after an attack of flu.

The J. B. school lost the second game, Friday night, 21 to 18.

LEARNING MORE.

(Was the game basketball?—Aunt Becky.)

CHESTER, S. C.

Eureka Mill News

The Men's Bible Class of the Second Baptist church, held their monthly business meeting at the home of the president, Mr. J. W. Flemings.

Rev. A. R. Holland filled his regular appointment at the Second Baptist church Sunday morning and evening.

Mr. Leo Hull is the smiling owner of a new Ford roadster.

Mr. George Phillips is still honoring us with his most audacious presence. Mr. Phillips is Eureka's spice box.

Mr. M. Mullinax has resigned his position as card room overseer, and Mr. Frank Inman, formerly of the Baldwin Mill, is his efficient successor.

LEDO RIALB.

Remember your friends. Let them see the Home Section after you read it.

TUPELO, MISS.

Tupelo Cotton Mills

Dear Aunt Becky:

Make a little room for Tupelo, please. Our mill, under the management of Mr. J. A. Adams, is on full time, day and night. We have stopped off four sections of our old model looms, and have started up four sections at night.

We have fine overseers. Mr. L. A. Sutton is day overseer weaving, and Mr. H. S. Whittenton is in charge at night.

We are making a nice grade of dobby pattern goods. We have good running work, and get good pay. This is a fine town in which to live.

A WEAVER.

EGAN, GA.

Piedmont Mill

Dear Aunt Becky:

Since our last communication, we have had lots of excitement. Friday night, two houses on Egan avenue were burned to the ground. Mr. Davis and Mr. Bradshaw were living in them.

Saturday night between 12 and 1 a. m., a fire caused from a switch box, caught 52 laps and totally destroyed them with a loss of 2,353 pounds of cotton. This did not hinder the starting of the mill Monday morning.

We are improving the mill bit by bit and hope that within two more months it will be in A-1 condition.

We are shipping close to 80,000 pounds of yarn weekly, and started shipping 20,000 pounds of duck.

The mill is running day and night and everybody seems to be taking an interest in their job.

We are glad to have Mr. Tom House, D. J. Ausborne, Bennie House, Misses Sallie and Carrie Kennedy, Mr. Charlie Howard and all the other weavers who have been away so long, back with us again.

Mrs. Ruby McElroy, is visiting in Birmingham, Ala., this week.

Mr. Walter Cole is visiting his daughter, Mrs. R. A. Ambrose, in Plant City, Fla.

Miss Eleanor White is on the sick list this week.

Mr. Payton, of Atco, Ga., was visiting here the first of the week.

Mrs. A. L. Cobb has gone to Macon, Ga., to visit her son, T. J. Cobb.

ROSE.

Becky Ann's Own Page

ONLY TWO MORE WEEKS

And the Epitaph Contest Closes.

Three Good Ones

Here lies John Smith who always stopped

When he heard the mill-whistle blow,

A whistle blew, he forgot he stood
On the tracks of the B. and O.

Here lies the remains of John L. Doe,

A carpenter from Alabama,
In haste to build a chicken house,
He struck his head with his hammer.

Here lies the body of John D. Brown
Peace to his dust and ashes,
Police chased him through a double-window
Without removing the sashes.

Mrs. L. O.

Shelbyville, Tenn.

Grandpa and the Flapper

Grandpa lies beneath this slab;
His life was always dull and drab
Till along came a flapper with a
dimpled knee,
(Now this is not all just wait and see.)

She cuddled him up and her vamp-
ing was great;
But grandpa knew he had waited too late—

But he had a bank book and plenty
of dough.

Gave her lots of jewelry and a car,
and, so

His money's all gone, and she has
disappeared.

So they buried grandpa without a
beard.

Here lies the body of Jimmy Rushy
With another man's wife he did get
mushy.

ERMINE BROWN,

30—4th St., Poe Mill, Greenville,
S. C.

Love and Speed Don't Mix

Beneath this patch of quiet sod
Lies the moulding form of Oliver
Odd

He long has left his hectic whirl,
At sixty per, he kissed his girl.

R. L. BOYNTON,

Manchester, Ga.

Here lies the remains

Of Jimmie Gruffon,

Who had a wife

And had a tough one;

One night he got

On a terrible spree—

What happened to Jimmie?

Don't ask me!

TRUDIE HOLLY,

Opp, Ala.

Man and Mink

Here lies a man who liked to wink
While out one night he met a mink
They both got scared almost to
death,

And the man ran so fast he lost his
breath.

READER.

Got a New Suit

Here lies the body of old Slim Cole
Who stumped his toe and fell in a
hole.

Then he got a suit that wasn't torn—
The first he'd had since he was
born!

MISS FLORENCE HORNE,
Bennettsville, S. C.

Farewell Dinty!

Here lies the body of Dinty Moore
He cald on "Jiggs" and Maggie got
sore,

With her rolling pin she banged his
head

And now poor Dinty Moore is dead.
BILL,

Kershaw, S. C.

A Double One

1840

To

1885

1845

To

1888

Johnny Mizer and wife Annie
Here Johnny lies Annie Mizer
To Fertilize More Fertilizer

Here lies "City Man" Howe,
Who died like a fool;
Instead of milking a cow
He tried to milk a mule.

C. H. GRESHAM,

Ware Shoals, S. C.

Of Course!

This man had the whooping cough,
But it wasn't the cough
That took him off,—
It was the coffin
They carried him off in.

WHO?

A Whole Family

Here lies the remains of three—
The only ones in the family.

The little girl died for want of
breath

And the mother cried herself to
death.

The old man died because of grief.
Now wasn't that a great relief?

Frederick Hurston,
Columbus, Ga.

Killed by Macaroni?

Here lies the remains of Tom Ma-
honey

Who killed himself eating macaroni.
JACK AND JILL,

Arcadia, S. C.

Stopped His Career

Beneath this slab so dull and gray
Lies a man who just the other day
Slipped and fell on a banana peel
And now no more will he gamble and
steal.

O. K. OTHERWISE

I've got a girl,
Her name is Bess,
Not good looking
I'll confess.

Arm like a blacksmith,
Foot like a ham,
Dumb as a mule
From Alabama.

Hump on her back,
Has one cork leg,
Warts on her neck
Big as an egg.

One eye is green,
The other is blue,
Her hair is false,
Her teeth are too.

Underslung jaw,
Her mouth is mum,
All out of whack
From chewing gum.

A turned up nose,
And Andy Gump chin—
But a darn good girl
For the shape she's in.

GREENVILLE, S. C.

Methodist Clergymen and Textile Heads Seek Better Understanding

Improvement of working and living conditions, promotion of a general community spirit through a more thorough understanding between ministers and social workers, and outlining of a program for adults and children and worship featured the conference discussions of the commission of industry of the Upper South Carolina Methodist group at Parker high school.

The meeting was attended by approximately 75 ministers of churches in textile communities of the upper conference. The conference was called for the purpose of investigating and studying the work of the church with relation to the various industrial communities. Addresses by T. M. Marchant, of the Victor-Monaghan Mills; Lanier Branson, of the Graniteville Mills, and J. D. Jones, general manager of the Union-Buffalo Mills featured the morning session.

The conference was presided over by Rev. P. F. Kilgo, president of the special committee, and Rev. J. W.

Speake, secretary of industrial work in the conference also spoke, dealing with the work that has been undertaken in this section. The ministers were served luncheon in the cafeteria of the high school. It was decided to hold a similar meeting each year, the next one being held at the Textile Institute in Spartanburg.

OPP, ALA.

Mill Community News Items

Dear Aunt Becky:

Opp mill village is being very much improved. A new store and a barber shop are being built. The sick are getting about well again.

Mr. and Mrs. Rogers are the proud parents of a fine son.

Mrs. Weaver has twins, Jess and Jessie.

Miss Ruth Creel and Mrs. Bunnie Middleton, motored to Ozark, Saturday.

Micolas Cotton Mill

Mrs. W. A. Smith is home again after spending two months at Oxford, Ala.

Mr. Hubert Robbins spent a few days from college here with his parents, Mr. and Mrs. G. W. Robbins.

Mr. Jimmie Tinsley has been visiting Mr. and Mrs. O. G. Holley.

Mr. Earl Creel, of Ozark, has decided to make his home in Opp.

Mrs. Emmett Davis is now keeping house, here.

Mrs. J. E. Austin is visiting relatives in Albany, Ga.

Mr. Jesse Harrison, of Columbus, Ga., is back with us again.

Mr. and Mrs. Jim Holmes are back, too—just couldn't stay away.

Mr. Stone, our Sunday school superintendent, has moved to Selma, Ala.

Our mills are running nicely as usual.

BROWN EYES.

EGAN, GA.

Martel Mills

Dear Aunt Becky:

The Greensboro, Ga., news looked good to me. I'd like to shake hands with "Hambone."

Mr. E. B. Wise, our superintendent, for 14 years has resigned. Mr. T. C. Bagwell of Asheville, N. C., will be with us for awhile until our new superintendent gets here.

A sure sign of warm weather Aunt Becky—Mr. V. A. Pharr has a new car.

Mr. Jim Hilyer spent the week-end in Thomaston, Ga.

The "big killing" at Martel happened when Mrs. Coralie Patterson killed her big hog last Friday, February 1st.

Mrs. Nellie Cole visited in the village Wednesday, January 30th.

Mr. V. G. Sheffield of Fulton Bag,

spent Sunday, February 3rd, with his father, here.

All the sick in our village have gotten well, and our Sunday school is on the boom again.

PEG.

MANCHESTER, GA.

What Uncle Pete Thinks

Dear Aunt Becky:

Manchester Cotton Mills are running day and night with plenty of good help. We didn't have many deaths considering the number of cases of flu and we have to hand the credit to Miss Corrine Mayo, our faithful nurse who worked day and night for about three weeks.

We still have the same line-up in the mill as last year.

M. M. Trotter, vice-president and manager; V. J. Thompson, superintendent; T. J. Boynton, overseer of carding, H. H. Gregg, assistant; A. S. Griffith, overseer of spinning, Henry Henderson, assistant; W. L. Whisnant, overseer of weaving, Will Harris and Jim Mahaffey, assistants; M. Parrott, overseer of cloth room, and Emmitt Turbyfield assistant; A. C. Grant, master mechanic, and Jack Newsom, shop foreman.

On the night shift we have: O. L. Cone, overseer of carding, Dallis Burdett, assistant; Robert Simpkins, overseer of spinning, Paul Winnix, assistant; W. C. Broom, overseer of weaving, and Bob Nelson, assistant.

If you readers at other places could see our nice mill and village and meet the fine people who live here, you would not be surprised at our success and the large production we turn out annually.

Bad Luck

We all have tough luck sometimes, I suppose, but it looks like one of our overseers is getting more than his share. He sent his hired man out to kill his hog last week; the hired man hit the hog with an ax and knocked it through a crack in the fence. No trace has been found of the hog so far. It is supposed that the cat carried it off to the swamp.

UNCLE PETE.

Read the Home Section—then pass it along.

UNIONTOWN, ALA.

Dear Aunt Becky:

We are not dead—just lazy, for spring-time is most here. The health of our community is just fine at the present, we are glad to say.

Wish I knew how to pout I would pout with you! You visit everybody except our folks. You treat us mean, I am jealous.

Mr. and Mrs. Funderburk and Mr. and Mrs. Frank Glass motored to

Elfs, Ala., and reported a real nice time.

Mr. and Mrs. Phillips and children, Kathrene and Edwin and Mr. Furman Cochran are spending the week end in Stonewall, Miss.

Mrs. Steger and daughter, Birdie, have returned to their home at Huntsville, Ala., after 3 months stay with their daughter and sister, Mrs. J. W. Buckner.

Mr. and Mrs. Leo Yelverton are the proud parents of a sweet little girl.

Mrs. Guthrie is spending several days at Bellview, Ala.

BILLY JOE.

PAWTUCKET, R. I.

Dear Aunt Becky:

Seeing that I did not do the proper thing and sign my name to my last letter I now apologize and hope that I am forgiven.

As you do not know whether I am she, he or it I would like to be known as "Mister Miss Terious."

Have lots of flu up here and a good many people are still ill with it.

The story is wonderful and I'm sure you must have had some real home life in order to write as you do.

It was about time Rubye got on to herself and wrote in; we haven't heard from her for some time and we like to read her letters.

Here is another little epitaph for the collection and hope you like it.

Some Garden

This dear little spot is the joy of my life,

It raises my flowers, and covers my wife.

MISTER MISS TERIOUS.

This epitaph was on a stone in an old "garden."

Everyone in the mill will enjoy the Home Section. Give away your copy-after you finish it.

CAROLEEN, N. C.

Dear Aunt Becky:

I am a boy eleven years of age. I am in the seventh grade.

I am sending a "Load of fun" instead of an epitaph.

"Crazy Bill"

John: "Why are you in the asylum, Bill?"

Bill: "Well, you see I married a widow with a grown-up daughter, and then my father married my wife's daughter, and made my wife the mother-in-law of her father-in-law, and my father become my stepson. Then my step-mother, the daughter of my wife, had a son, and that of course, was my brother because he was my father's son; but he was also the son of my wife's daughter, and therefore her grandson, and I was grandfather of my

step-brother. Then my wife had a son, so my mother-in-law, the step-sister of my son, is also his grandmother because he is her step-son's child; my father is the brother-in-law of my child, because his step-sister is his wife. I am the brother of my own son, who is also the son of my step-grandmother; I am my mother's brother-in-law; my wife is her own child's aunt; my son is my father's nephew and I am my own grandfather! That's why I am here."

Aunt Becky: We sure do enjoy reading "For Her Children's Sake." I can hardly wait till Saturday comes.

LEON HEAD,

Caroleen, N. C.

(Leon, you are a wonderful boy. I don't think there are many 11-year-old pupils so far advanced. I'm proud of you.—Aunt Becky.)

DARLINGTON, S. C.

Dear Aunt Becky:

We are still running full time. Mr. Robert Edwards, overseer of spooling room, has been on a vacation for the past week.

Mrs. Hudson's son, Edrie Abanackee, after serving his enlistment in the U. S. Army has returned to make his home in Darlington: a party was given in honor of his return at the home of his mother, which was enjoyed by all who attended.

Miss Mildred Odom is spending the week in Albemarle, N. C.

We have a nice superintendent, Mr. C. L. Gilbert; he is always doing something to improve the looks of the village; we have lots of new trees, thanks to Mr. Gilbert.

Best wishes to Aunt Becky.

LOT AND LES.

GALVESTON, TEXAS

Just a few lines from a "Georgia Cracker," who has wandered away out in the "Wild and Woolly West." That is, I have gotten as far as Galveston, Texas, and here I have hung my old hat for the past two years.

Just a few words about this place. "A hand full of sand and the sand full of fleas, and the fleas full of bites. Geel but they know their stuff. Mosquitoes a plenty.

We have a nice new red brick mill and when we have a NORTHER there are so many mosquitoes on the south side until it looks like it has a nice coat of black paint.

I can't say much for the mill. It was the Galvez Mill and has been standing eighteen months. The pretty girls out here just make you forget everything but them, hal hal

I am a married man and my wife likes to read the Home Section too well for me to get away with that; she likes to hear from Laurinburg,

N. C., especially, as she lived there when she was a little girl. She often mentions Bernice Stutts, also Aggie Morrison as her playmates while she lived there.

Geal I bet that "Georgia Cracker" away up in Fries, Va., would like to be back in good old Georgia as much as the one in Texas would!

GEORGIA BLUES.

HIGH POINT, N. C.

Pickett Mill News

High Point awoke Tuesday with a blanket of snow 3 inches deep. Who said they didn't believe in Mr. Groundhog?

Our superintendent, Mr. J. H. McKinnon had his tonsils removed two weeks ago and was quite sick for a few days but is able to be out again.

Mr. Dewey New has been seriously ill at the High Point hospital, for some time but is improving.

Mr. and Mrs. C. B. Carter and family spent Sunday afternoon at the Guilford battle ground, near Greensboro, N. C.

Born to Mr. and Mrs. Dwight Carter, January 27th, a girl, Margaret Frances.

Mr. Mack Welch and Miss Maggie Dixon spent Sunday afternoon in Greensboro and took their first flight in an airplane.

Cornelius, N. C., we were glad to hear from you, and especially the Gem Yarn Mill. We have many friends in Cornelius and hope to hear from you often.

MAGGIE.

Remember your friends. Let them see the Home Section after you read it.

VALLEY FALLS, S. C.

Martel Mills, Inc.

Dear Aunt Becky:

We think this is the best place yet and a few things about it is,—we have a nice quiet place to live, a fine church, also a mission and a good school with fine teachers.

There have been some changes lately and among the new folks we have is Mr. O. D. Boyd, our new superintendent; we hope and believe he will prove to be a man liked as well as was Mr. C. S. Wood, who recently went to Cherokee Falls, S. C.

Mr. James Carroll is our new pastor; we wish him success and are backing him up. That is one thing we like about Valley Falls; all the overseers attend church and Sunday school, with two of them teachers. H. C. Dixon, overseer weaving, teaches the Mens' Bible Class, and W. L. Bagwell, overseer carding, teaches the Women's Bible Class. Charles Bagwell, supply clerk and assistant paymaster, is superintendent of Sunday school.

We have a nice group of teachers among whom are our welfare workers, Misses Viola Henson and Vennie Johnson,—also Mrs. Earnest Bagwell.

Mr. and Mrs. W. L. Bagwell and Charles Bagwell, were the dinner guests of Mr. H. C. Dixon, Sunday.

We have a few cases of flu at present, but none serious, we hope.

Mr. W. T. Scott, one of our loom fixers, is in the hospital for treatment from a fall in the mill a few weeks ago. We hope he will be back on the job in a few days.

BOLL WEEVIL.

(Whew! Boll weevi's in winter! Poor farmers.—Aunt Becky).

Show your friends the Home Section. They'll like it too.

MACON, GA.

Lemon Race Between Haygood and Hunt Is Declared to Be a Tie

Large attendance and a program enjoyed by all featured the community night meeting at Bibb No. 2 auditorium last Friday night. Superintendent W. R. Parker was chairman and explained that he would be unable to sing as scheduled because he had left his music at home. He urged everyone to be present at the next community meeting and hear his solo.

The program was changed at the last minute owing to the failure of some of the invited talent to appear. Orchestra selections, a duet by Misses Joella Thompson and Macon Hendricks, and a reading by Roberta Brown, were features of the evening's entertainment.

Games were next in order and every per had a good time. The outstanding event was the lemon race, and the finish between C. S. Haygood and W. A. Hunt was so close the judges decided to call it a tie.

Refreshments, supplied by the Woman's club and the Hummers club, were served by the Girl Reserves.

Among those present were Mr. and Mrs. Davis, of Columbia, guests of Mrs. Anna Lewis and Mr. and Mrs. Jack Shaw.

The fourth Friday night of each month is community night at Number Two and all the Bibb employees of Number Two, Crown and knitting mills are invited to attend.

Mr. and Mrs. W. A. Hunt were the Sunday guests of Mr. and Mrs. A. L. Phillips.

Listen, if you see a poodle coming down the street with a pipe in its mouth, don't say anything — it's Hunt's.

All are looking forward to the minstrel the Hummers Club have promised to give us at Number Two in the near future.

For Her Children's Sake

By

MRS. ETHEL THOMAS

(Continued from Last Week)

George Beverly's admiration for her grew and strengthened; he studied her with keen-edge interest; seemingly, she was entering with a zest into the spirit of mischief launched by the widow, and was absolutely indifferent, or unaware of any subtle designs of her husband's fair guest. Yet he knew that beneath the surface a veritable volcano raged, and was hoping to see it burst through the bonds of reserve.

Aunt Mandy, standing in the doorway unobserved, her hands on her hips, her turbaned head to one side and her eyes rolling solemnly, took in the tableau, and expressed herself softly, and with evident amazement:

"Dar, now! Hoo!" and Emily, turning, ran to her with outstretched hands.

"Oh, Aunt Mandy, you big old fat treasure — I'm so glad to see you!" shaking her lovingly.

"Yas, Honey; an' we all's glad to see you an' de twins. I des run to de do' to axe ye to please not come in de yudder part o' de house 'twell de bell ring—kase dar's gwine ter be a 'sprize fur ye. De twins dun busted in, an' I gwine ter keep 'em out o' heah, so dey can't tell nuffin," mysteriously, and laughing good naturedly.

"All right Aunt Mandy—I'm sure Emily will be good," smiled Sam, looking with anxiety and longing toward his wife.

"Sure I will," added Emily, without a glance at him. Then turning to Beverly:

"Mr. Beverly, I'm just crazy for a nice long comfy chat with you. I hardly think we'd be missed if we could slip into the room across the hall." Beverly gasped. What was he to do with this "wife" who defied conventions and refused to bow before the green-eyed monster?

"You'll find it nice and warm in there—just go ahead," exclaimed Mollie Melton mischievously; "and if you see some of my clothes scattered about, just close your eyes."

Emily did not reply, but smilingly bowed an invitation to Beverly and passed out, holding her head high and chin elevated and keeping her lips curved in a set smile, while Beverly with a half-frightened glance into the teasing blue eyes of Mollie, followed, entered the "other room" and closed the door.

Sam stared after them a moment, pale with conflicting emotions. Mollie whispered:

"Don't worry,—she's O. K. George won't eat her, but she evidently thinks that I'll do that stunt for you!"

"Oh, confound all this foolishness," exploded Sam, wrathfully. "I expected to have a happy day, and it's going to be worse than h—! Make yourself at home—I'm going out for a walk." And Sam bolted, tearing the rose from his coat as soon as he reached the yard, and dashing it from him as if it had been a snake. Mollie watching from the window, giggled amusedly:

Nobody's Business

By Geo McGee.

HOSPITALITY

A school teacher told me the other day that the word "hospital" sprung from the Greek word "hospitality," and she ought to know what she's talking about. If you'll think about it, those words do sound like they have the same root and derivative.

But when I went to the hospital a few years ago I wasn't shown the kind of hospitality that I understood was common among common folks in the country. The first thing they did to me was simply astounding, if not surprising. They made me shed all my nice clothes, and handed me a little old shirt with no tail to it, and minus a back, and it had to be tied in the rear with strings instead of being buttoned in front with buttons. I never felt so undressed in all my life—when I had to wear it in front of all them good-looking nurses.

And the next thing they did to me was—jerk me out of the bed, shirt and all, and load me on to a cot with wheels on it, and roll me down the hall at about 25 miles per hour, and ooze me into a room full of doctors, nurses, and bone toters. They razored me and knifed and sawed me and cut me all to pieces, and when I woke up a few hours later, I weighed 23 pounds less, and felt like a gum boil. About 450 dollars worth of my diaphragm had been severed and released.

And that's what they call hospital hospitality. The only thing that didn't ache about me for the next 10 days was a whisker on my neck. I felt like I had been run over by a caterpillar tractor and soaked in Red Devil lye. The first thing I missed was my backbone. It had been cut out from Dan to Beersheba, but that was hospitality. A few days later, I began to miss some of my innards. I hurt so bad from my knees up I thought once of calling a lawyer.

Of course, nobody would think of doing without a hospital. I dearly loved the place after I got where I could hold the nurses hands while they were taking my temperature, and I think there's where hospitality begins—and frequently ends. I found the rates a little high, and always thought that if the hospital would make bargain rates that there would be a great deal more sickness. When a man has to pay from 10 to 20 dollars a day to be sick, he simply gets well and goes on back to work.

Hospitals are emanators of much conversation. People generally, and women especially, delight to tell about the gall stones they have parted with, and the appendixes they donated, and the liver and lights they hired a fellow to cut out, and then there are wens to be measured that are no more, and various other things. But after all, I've got my doubts about the word "hospital" springing from the verb "hospitality."

REYNOLDS, GA.**Taylor Mill (Bibb Mfg. Co.)**

Dear Aunt Becky:

We receive the Home Section regular and have decided that we would write you and let you know what we are doing at Taylor Mill.

Taylor Mill is a branch of the Bibb Manufacturing Company with offices at Macon and is located about four miles Southwest of Reynolds. We have a very nice village with a lot of pretty flowers and shrubbery. We have one of the prettiest lakes to be found anywhere and at the present we are beginning a park just at the foot of this pond which by summer time will add very much to the beauty of our community.

Our mill is running full time with plenty of good help both day and night. Our organization is composed of the following: John P. Thompson, superintendent; Mary Ruth Kimble, book-keeper and paymistress; Perry V. Matthews, master mechanic; Sam G. Thompson, general overseer in day time, assisted by H. P. Bartlett and Eddie Windham. Mr. Joseph E. Amerson is general overseer at night, assisted by W. R. Merritt and S. C. Moore.

We have the following splendid clubs, Boy Scouts, Senior and Junior Girl Reserves, Woman's Club and Sunday school and B. Y. P. U.

Taylor Mill is one of the most ideal mill communities to be found anywhere in the South.

We enjoy reading very much the Home Section and hope to have a section in your paper each week.

With best wishes to you and your paper. I am
A TAYLOR MILL BOOSTER.

GASTONIA, N. C.**Smyre Mill Community News**

The Busy Bee Club met at the Community House for their weekly meeting, January 28th, and as the club year had come to a close, the following officers were elected: Fuschia McGinnas, president; Lillian Baker, vice-president; Sibby Propst, secretary; Gertrude Joy, treasurer and Louise Weaver, news reporter. After all business had been finished, refreshments were served by Misses Christine Moody and Elizabeth Strange. The club was delighted to have Miss Lucille Morris as a visitor at this meeting.

Miss Audrey Ratchford is assisting Mrs. S. A. Lanier with her work. Mrs. Lanier was quite sick for several weeks and is taking a much needed rest.

Mr. and Mrs. Ed. Gilbert, Mr. and Mrs. W. H. Taylor and small son, Paul, and Mrs. J. B. Duncan spent a few days last week with relatives and friends of Canton, N. C.

Mrs. C. L. Williams of the Rex Community were the guests Monday, of her sister, Mrs. W. H. Taylor.

Mrs. Cleveland Jenkins and attractive son, Billy, of Dallas, are spending some time with Mr. and Mrs. J. P. Rowland.

Mrs. Laura Whitener and son, Basil, were the week-end guests of Mr. and Mrs. D. H. Whitener, of West Gastonia.

Mrs. R. L. Justus and children, Gwendolyn

"Poor creatures, playing at cross purposes—I wonder how the game will end? If Emily doesn't love Sam I'm badly fooled,—but he'll never believe it, and will just pine away and sigh for that which already belongs to him, if he only had sense enough to know how to take possession. I guess Emily is pumping George for all he's worth."

She was not far from the truth; and Beverly was finding it hard to hold his own, before this self-possessed, queenly woman, whose brown eyes were so deeply serious, and smile so pathetic and wistful. He turned his head, and so did Emily, as Sam Trent left the house, and both saw him tear the rose from his coat.

Emily's eyes lighted for a moment, but the light died out and her cheeks grew pale. George whispered softly: "He worships the ground you walk on." But Emily did not speak. She was thinking—trying to solve the problem presented by Mollie Melton's presence, and the very evident fact that she seemed domiciled and at ease—just as if she had a right on the premises, that could not be set aside. She could ask questions concerning the great change in Sam and in the improvements he had made, but pride forbade her to seek information on the one and only vital subject—the widow.

More than all else in the world, Emily wanted to be alone with Sam. She wanted to put aside her mask of reserve and be herself. She wanted to explore the hidden recesses of his heart and soul, and bring to the surface gems that she began to feel lay buried there.

And Sam, quivering with rage and disappointment, hands clenched and eyes flashing, feeling that he must give expression to a great big curse word, but remembering that to master others he must master himself, sought the shelter of the barn and the sympathy of dumb brutes.

Here Paul and Paula found him, and soon the three were seated on the sunny side of a hay-rack, Sam in the middle and Paula's arm around his neck, while she chased the pain from his heart and the frown from his brow, with sweet words of unstinted praise and encouragement, supplemented by eager assent from Paul, who found his father an interesting study.

Never before in their lives had Sam Trent sought the confidence of his children. Never before in his life had he craved it. Now he yearned for them with a love that was agony. In their absence and the long silence of separation, he had learned to value and appreciate his own, realizing at the same time that it would only serve him right where they to turn in disgust from the offer of his tardy affection.

But Paul squeezed his hand in sympathetic understanding; Paula's embrace was tender and genuinely loving, while her soft cheek nestled against his own caressingly, as he drew them out on the subject of books, and expressed himself delighted over their progress. Then he sheepishly confessed:

"I can read an' write a little! Wrote that invitation you all got yesterday. Had to do somethin' to pass off time, an' I'm gettin' along fine, Beverly says."

"Gee! Daddy, that's great!" cried Paul.

"And you're getting straight, and rounded and handsome, Daddy—just like I dreamed," declared Paula, "and you're the very best Daddy I ever had!" Then he hugged her close to his hungry heart, gripped Paul's hand and laughed, just as Emily peeped around the hay-rack, her eyes round, and lips parted in amazement over the wonderful picture. She paused, irresolute.

"Children," said Sam, huskily, "it's too bad that you must grow up and love an' suffer. It's such a pity. Be mighty careful! Of course you are too young yet—but if the time ever comes when you begin to get a funny feelin' around your hearts, when you see a certain one, or hear a voice, remember Daddy's warnin'; don't make a mistake that will maybe blight more lives than your own!"

Emily drew back, pale and frightened one hand over her heart. Sam was unhappy, she thought—Sam had made a mistake—had suffered and was anxious that they should avoid his fate! She went slowly back to the house and did not hear his next words.

"No difference how much you love, be sure your love is returned before you get in a tangle that can't be straightened out." Paul looked puzzled, but was silent. Paula lifted her head and gazed into her father's eyes:

"Daddy, you didn't make a mistake, did you? Aren't you happy?" she asked wistfully. Sam laughed and kissed her.

"Of course, I'm happy as a man can be, who is the daddy of two of the finest kids in the world."

"And the husband of the finest woman in the world," Paul added, as the dinner bell rang out loud and clear on the crisp November air. Sam thought in the scuffle to arise, to avert Paul's thoughts; but as they stood up and brushed the hay from their clothes, he saw the boy's big solemn brown eyes, persistently questioning.

"The finest woman in the world, my boy," he said, softly and humbly. "I'm sorry I never knew how to appreciate her, till now."

"And we are all coming back some day, Daddy and be happy, aren't we?" said Paula.

"Of course you are!" was Sam's hearty reply, "unless some one steals you away from me."

"She's got a sweetheart, Daddy," laughed Paul.

"Who?" came the quick, startled, eager question, as Sam looked into the blushing face of Paula.

"It isn't true, Daddy!—but Mr. Elliott is nice—I don't care what mamma says!" Sam's heart seemed turned to stone; but the thought of Emily's blighted life made him sympathize with his little girl who looked so much like her mother, when he first knew and loved her. He prayed in his simple heart that Paula might be happy.

"You must tell me all about it, Paula," he whispered, half frightened, but wistfully tender.

"If there was anything to tell, Daddy, I certainly would tell you," she answered truthfully, as they went to the house and joined the others in the sitting room.

and Leon, are visiting Mr. and Mrs. J. F. Strange.

Misses Ina Barber and Mildred Pope of Belmont, N. C., were the week-end guests of Miss Sibby Propst. Miss Propst and guests attended a party given at South Gastonia, Saturday evening.

Miss Lillian Sams, of South Gastonia, was the guest of Miss Gertrude Joy during the week-end.

Miss Fuschsia McGinnas and guest, Miss Beatrice Holtzclaw, of West Gastonia, visited friends and relatives in York and Clover, S. C., during the week-end.

Miss Mona Joy has been ill with the influenza for the past week and her friends are glad to know that she is improving.

Mr. Lewis Gray and guest, Judge Holt of Tennessee, visited Mr. Grey's parents, Mr. and Mrs. W. R. Gray, Monday.

Mr. A. L. Hendrick visited his parents, Mr. and Mrs. J. L. Hendrick in Cherryville, Sunday afternoon.

Mrs. N. W. Holland, Mrs. Ben Leonhardt, Mrs. E. L. Vanpeit, her son, Dean Vanpeit, and Inez Whitener were shoppers in Charlotte, Saturday afternoon.

Born to Mr. and Mrs. W. O. Strange, a daughter, Hazel Irene, January 26, 1929.

ROME, GA.

Anchor Duck Mills

Dear Aunt Becky:

I never see anything about our nice mill and town in the Home Section. Am sure that this is one of the nicest places in Georgia. Rome is a beautiful town.

Our mill runs full time, and a part of it at night. I will try next time to give a complete line up of our overseers. Have only been here a short time and am not yet very well acquainted. But they are all nice men, and good to the help.

We are close to Lindale, and not far from Shannon. We hope you will visit Anchor Duck, sometime.

DOCK.

(Dock we are glad to hear from you, and do hope we can visit that section of Georgia, sometime.—Aunt Becky).

BENNETTSVILLE, S. C.

Dear Aunt Becky:

The officers of Marlboro Cotton Mills No. 5, are as follows: Mr. O. L. Derrick, superintendent; Mr. B. A. Roberston, overseer of carding; Mr. G. C. Rambo, overseer of spinning; Mr. J. T. Johnson, spooler; Mr. R. L. Herndon, overseer of the yard; Mr. J. H. Liles, section; Mr. Frank Leviner, section and Mr. R. C. Long, master mechanic.

I am glad to say that the mill is running full time. The community has had right much sickness during this winter on account of flu.

Mrs. J. H. Horne visited her mother at Gibson, N. C., last Saturday.

Miss Nettie Leviner and Mr. Jasper Spears were married last Sunday.

Mrs. Norman Horne is ill and has been in the hospital, but is better.

I want to tell you about our Sunday school;

the community has an average of one hundred and twenty attendants at the Methodist church, with an average of twenty-five attendants in the senior class. I am president of the senior class. Our Sunday school had a contest some-time ago. We had red and blue buttons and captains and assistants for each side. Mr. J. O. Spears was captain of Reds with me as assistant. Mr. G. C. Rambow was captain of the Blue with Miss Marie Grant as assistant. The contest ran for seven weeks and the Reds won by a big margin; our prize was an oyster supper. Believe me we certainly did clean the Blues out when it came to eating.

Yours respectfully,
MISS FLORENCE HORNE.

WHEN MA GETS SICK

When Ma gets sick
Things all get blue;
Then, Pa gets cross,
And the baby, too.
The house gets turbled,
The fire won't burn,
Shoes get lost,
And the milk won't churn,
The screen's left open,
The flies come in,
The bread's too tough,
And the soup's too thin,
The cat sleeps on
The "Company-bed"
The chickens die
With awful sore-head.
Oh, things get messed
Up mighty quick,
If Pa keeps house,
When Ma gets sick!

MOONLIGHT MURPHY,

Honea Path, S. C.

DELAYED

"How old did you say you were?"
"I never mentioned my age, but as a matter of fact, I've just reached twenty-one."
"Indeed! What detained you?"—Echo.

Becky Ann Books

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Hearts of Gold
Will Allen—Sinner
The Better Way
A Man Without a Friend
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Charlotte, N. C.

"Aunt Mandy's having a fit,—coffee getting cold—and I'm starving," declared Mollie.

"Me too," added Beverly. "Lead the way, Sam," and as if afraid that Mollie would pounce upon him, Sam Trent frantically caught Emily's arm, and tried to get a grip upon himself and act the program as Beverly had arranged it.

"Fall in line, kids," laughed Beverly, pushing the twins forward, while he and Mollie followed in the rear.

"I think we'd better keep out of this," whispered Mollie. "The breach is too serious; we'll hinder instead of help, if we meddle."

"Confound 'em both for a pair of idiots," growled Beverly. "Yes, I think I'd rather you wouldn't flirt any more!"

"Oh! Oh!" The exclamations came from Emily and the twins, as the dining room was thrown open before their astonished gaze.

This had been made the most beautiful of all. The walls were white and the ceiling pale blue. A pretty linoleum covered the floor. Pyramids of shelves stood in four corners, fringed with oats, banked with every kind of produce raised on farm or in garden, with jars of preserved fruits brightening the effect, and a great jar of golden-rod crowning the whole.

The dining table groaned beneath its load of good things, and the lovely chrysanthemum center-piece gave an artistic finish that was wonderously beautiful. Aunt Mandy beamed.

Emily gasped in admiration:

"Oh Sam! I never saw anything so lovely! New china, and—and chairs—and—oh! It's beautiful!" She could not express her appreciation.

"Do you like it?" he smiled, joyously, and then made a horrible blunder as he added: "Mollie says it's the prettiest sight she ever saw." And he led Emily to her seat at the head of the table, drew out her chair, with tolerably good grace, then went to his own seat facing her, while the others arranged themselves as they pleased.

Mollie and Paula faced Beverly and Paul. There was a moment of strained silence and then Sam Trent lowered his head and said:

"Heavenly Father, forgive us our sins as we forgive those who sin against us; make us thankful for life, for health, for food and for strength, and save us for Christ's sake. Amen."

It was the first time that his family had ever heard such words from his lips. It was the first time that Sam Trent had realized the full meaning of what he had been practicing as a matter of form. George Beverly, a sinner, thrilled under the influence of a new quality in Sam's earnest tones, and Emily trembled with emotion. Mollie felt that something unusual had occurred, and the twins flashed each other a look of surprise.

(Continued Next Week)